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JULY, 1914

# ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY. Publication Office, Brattleboro, Vermont

New York Office, 17 Madison Avenue

"Federal Signs are Good Signs"

The New Home of the Federal Office in New York City.

MAINE MONUMENT

UNITED STATES RUBBER COMPANY BUILDING  
COLUMBUS CIRCLE

COLUMBUS MONUMENT

NEW YORK 1790 BROADWAY LAKE & DESPLAINES STS.

CHICAGO

SAN FRANCISCO 257-269 EIGHTH ST.

A NEW FEDERAL SIGN ON NEW YORK'S "GREAT WHITE WAY"



## Profitable Load Building

A really profitable load builder is a device that can be sold at a profit, sells easily, piles up the day load, and stays sold.

### Westinghouse Electric Ware

**Profitable Sales**—Your profit on the sale of Westinghouse Electric Ware runs from 35 to 50 per cent. And this is only the beginning of your profit.

**Easy Sales**—Every home is a prospective customer for Westinghouse Electric Ware, and every piece sold sells more. The sales helps we have ready for you, and our national advertising, reduce your selling expense.

**Load Piling**—Multiply the following figures by the number of homes on your lines plus the number a short campaign will add. Then figure your added revenue.

	Watts	Average Hours	Monthly Use KW
Westinghouse 6-lb. Iron	500	20	10
Westinghouse Toaster Stove	500	15	7.5
Westinghouse Percolator	380	15	5.7
Westinghouse Tea Samovar	500	15	7.5
Westinghouse Chafing Dish	500	5	25
Westinghouse Milk Warmer	500	15	7.5
Westinghouse Cozy Glow	500	30	15
Radiator			

**No Kicks**—Our exceptionally liberal guarantee protects you. The devices give absolute satisfaction. This makes trial offers safe for you.

Write for contract details and samples of advertising literature.



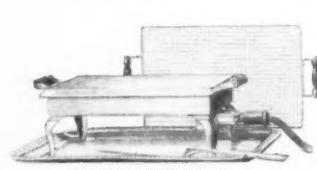
MILK WARMER

**Westinghouse Electric & Mfg. Co.**

Department AS.

East Pittsburgh, Pa.

Member Society for Electrical Development. "Do It Electrically"



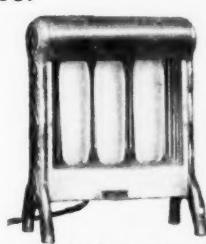
TOASTER STOVE



PERCOLATOR



SAMOVAR



LUMINOUS RADIATOR



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**ELECTRICAL MERCHANDISE.**  
SELLING ELECTRICITY

VOLUME XIII JULY, 1914 NUMBER 7

**FEATURES OF  
THIS ISSUE**



"DO IT ELECTRICALLY"

Three Important  
Features  
of this issue of  
**ELECTRICAL  
MERCHANDISE**

Eleven Pages of Practical Suggestions for Fall Campaigns . . .

An Accounting System for Electrical Merchandise Sales

Cash Prize Offer

PUBLISHED MONTHLY BY THE RAE COMPANY  
FRANK B. RAE, JR., President and Treasurer  
EARL E. WHITEHORN, Vice-President  
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**"Electric Service"**

Central Station Bulletins for Monthly Distribution to Customers and Prospects to Stimulate the Sale of Electric Current and Appliances . . .

**"Push-Button Comfort"**

A new Booklet, Proving to the House-wife that the Electric Way is Not Only Better but More Economical . . .

Prices same as our "Dirt-less Workman" wiring booklet.

Send for samples to be filed with your purchasing and advertising departments.

**THE RAE COMPANY, 17 Madison Ave., New York**

*The*  
**Dirt-less  
Workman**



Your Company Name  
Goes Here

**In Your  
House-wiring  
Campaign Use  
This Booklet--**

It does the explaining and arguing before your salesman calls. It wins the contract. Over 100,000 copies have been distributed by central stations.

A 2-color booklet with your imprint on the cover.

Send your Order Now!!

**Price Schedule**

10,000 booklets	2 cents per copy
5,000 booklets	2½ cents per copy
1,000 booklets	2½ cents per copy
500 booklets	3 cents per copy
250 booklets	3½ cents per copy
100 booklets	4 cents per copy

**THE RAE COMPANY**

PUBLISHERS

17 Madison Avenue

New York City

Elbert Hubbard came to  
Knoxville a little  
while ago,

and in the June issue of *The Fra*, he wrote—

"This is the home of the electric sign. Here the Greenwood Advertising Company employs a goodly company of artists who get up original designs from which permanent signs are made. The signs are made of metal, are fool-proof, and can be operated anywhere where there is a central station.

"Just to give me a little thrill these sign boys made a portrait of me, with the help of the electric bulbs. There it was—a superb likeness—hanging from an arch across the middle of the street. To make a portrait with the help of electric lights is a thing never before attempted or accomplished. Let the credit go to Knoxville."

We can't add much strength to that. It was one of the Greenwood Shadow Pictures that Hubbard saw with his own face gleaming in electric lights. You see how it impressed him.

Such a portrait sign should be the feature of every public celebration in your city—the face of the guest of honor. We'll build them for you.

Hubbard says—"This is the home of the Electric Sign." It is. There is not only quality and service—but INDIVIDUALITY in every sign built by

JUL 15 1914 ✓  
©CLB305305

# ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

## Accounting For Merchandise Sales

A Description of the System in Use by the "House Electric" in Baltimore

By H. B. LOHMEYER

Consolidated Gas Electric Light and Power Co., Baltimore, Md.

[Because the topic—save for the accounting man himself—is looked upon as dry and laborsome, most of us are prone to dodge and side-step any serious discussion of how to keep books. There are few ripples of mirth in a treatise on accounting for the central station or any other business; there are few features of interest to the average human and it requires full and serious concentration if you would really understand. But is there a single subject of more universal application and importance? If your books are wrong there is no such thing as success and satisfaction.

This paper of Mr. Lohmeyer's, presented before the Commercial Section at the recent National Electric Light Association Convention in Philadelphia should be studied by every central station manager who looks for profit from the sale of appliances. Here is the detailed system that has been evolved to fit the business of electrical merchandising, by one of the first real electrical merchants that the industry has seen. It has been tried and proven in what is probably the most successful electric store in business to-day. It is freely given to you for your benefit.

The small company man will be apt to say—"But this is a system for a big city store. It doesn't fit me." And the answer is—Here is the complete machinery for the business. Compare it with your own. See if you are covering all the points. Study it and adapt it to your own requirements.—Editor.]



HE last few years have brought about a great change in the attitude of central-station companies, in regard to merchandising. Formerly the sale of electrical and related merchandise was looked upon entirely as an incident to the sale of current and was handled solely as a new business proposition, and was not considered a direct revenue-producing branch of the business, many companies charging all selling expenses, salaries, commissions, etc., directly to the new business accounts of the central-station classification, instead of against the gross profit on the merchandise sold.

With the growth of the business comes the realization that the merchandising branch of the business can and should be put on a self-sustaining basis and handled as an entirely separate department, and it is the purpose of this paper to present the accounting methods recently adopted by the Baltimore Company, to meet the requirements of its constantly increasing merchandise business in a manner that would compare favorably with modern practice in the best mercantile establishments of the country.

In formulating our system, it was decided to departmentalize by location instead of by classes of merchandise sold, in order to ascertain the profit or loss at each of the company's eight stores and the Soliciting Department, the sales of each kind of appliance, etc., being tabulated from the sales tickets, as will be described later.

Prior to the adoption of our present system, detailed stock cards were kept for each item of merchandise on hand, all receipts being added and sales deducted from the record of each article. This method

which developed. It further delayed the sales tickets in going to the bookkeepers for entry on the customers' ledgers, as they first went to the Stock Clerk for entry on his records.

We have abandoned our detailed stock records entirely, and in lieu thereof, carry a subsidiary stock record at selling value (in totals only), in addition to the regular Storeroom Stock account (at cost), carried on the company's general books, the check on the stock being obtained as follows:

Inventory at beginning of period (at selling prices); plus—Net purchases during period (at selling prices); less—Sales and breakage during period (at selling prices) must equal—Inventory at end of period (at selling prices).

The efficiency of this plan has been proved by the results of our first period of operation, the inventory at the end of the period having checked with the subsidiary stock record within two-thirds of 1 per cent, which is more accurate than any previous inventory under the old methods.



H. B. Lohmeyer

entailed a great amount of clerical work and was susceptible to many errors in posting, unless each entry on the cards was checked back. At inventory periods, it further meant vain attempts at checking each card with the inventory and endeavoring to locate the cause of the difference

### Stock and Purchase Records

When the invoice is received in the Sales Department, a small sticker (Form 1), known as Selling Price Notice, is attached to the face thereof, on which are entered the selling prices, extensions and the approval of the Store Manager, each article of the goods represented by the invoice being tagged with the selling prices before being placed in stock. The invoice, with Form 1 attached, is forwarded to the Accounting Department, where it is verified



approval stamp. All "Deliver" Charge and Lease sales, regardless of amount, must be approved by Credit Department before delivery may be made. Customer's signature is required on Lease sales only.

### *Exchanges and Returns—Cash*

If customer desires to exchange goods

purchased on charge or lease terms should be credited to customer's account in full by Credit Memorandum (Form 8) and the new purchase handled as a separate sale.

### *Repairs of Appliances, etc.*

**For all repair orders, salesmen will make**

purchased for others of equal value, make out Even Exchange on regular sales ticket (Form 6). If second sale is greater than returned article, make out usual sales ticket for difference, which will become cash or charge sale to that amount. For example:

1 Toaster stove.....	\$6.00
1 Electric iron returned.....	<u>3.75</u>
Amount of sale.....	\$2.25

out repair Tag (Form 9), filling in correct information as follows:

**Recover**—Name of article to be repaired  
**Repair on Premises**—Yes or No  
**Customer will Call**—Yes or No  
**Sales Number**—Number of salesman  
**Date and name and address of customer**

The tag with white overlying sheet attached should be forwarded to the Appliance Repair Department, which will detach white overlay and send tag to Delivery

If the article returned is greater in value than the new purchase, make out Credit Memorandum (Form 8) and have same approved for refund by Floor Manager.

### *Exchanges and Returns—Charge or Lease*

All returns or exchanges of merchandise

and forward to Sales Department, which will make out regular sales ticket (Form 6) if customer is to be charged. Upon receipt of customer's copy of sales ticket, Delivery

<b>C. O. D.</b>	
Name _____	
Address _____	
Sales No. _____	
Date _____	
<b>Amount to be Collected</b>	
\$ _____	
<b><u>Driver Must Return Either Money or Package</u></b>	
<b>C. O. D. Number</b> _____	<b>Driver</b> _____
	<b>Dept.</b> _____

**Department will receive article from Repair Department and make delivery.**

## *Delivery*

All merchandise to be delivered must be sent to Delivery Department, accompanied by customer's portion of sales ticket (Form 6a), as soon as possible after sale is made, except such goods as are staple and of which a reserve stock is carried. In such cases, customer's portion of sales ticket only need be sent to Delivery Department. No deliveries are made unless accompanied by customers' portion of sales ticket.

### *Changes in Selling Price*

When goods are for any reason sold for less than the marked price, as shown by the price tag, the sales ticket must be made

out for the article at the reduced figure, and a Retail Loss Ticket (Form 10) for the amount of reduction made out immediately, which must be approved by the Floor Manager and forwarded to Accounting.

**Auditor's Voucher**—On all sales is forwarded to Accounting Department, together with Sales Summaries.

**Delivery Label**—This has either been pasted on package, or in case of Take With

then turned over to the billing clerk, whose duty it is to copy the charge on a merchandise bill in duplicate, with a typewriter. A bill is issued each month, even though but one debit or credit may be received for a customer. All debits or credits received during the month for one customer are recorded on the same bill.

Three days before an Electric Service section is billed all Merchandise bills for the ledgers comprising this section will be totaled, removed from file and posted to the customer's account on the Current Sales Ledgers, only the net debit or credit, as shown by this bill being entered on the ledger. On both the original and duplicate of this Merchandise Bill will be entered any Accounts Rendered, which are unpaid from previous month's billing.

The original merchandise bill will be turned over to the Electric Service billing clerks, who will attach them to the customer's bill for current consumed, entering total of Merchandise bill on Service bill, under caption "Merchandise Sales as per statement attached."

The duplicate merchandise bill will be filed in binder in ledger and folio order. The sales tickets, after entry on the merchandise bill, are turned over to the tabulating

Department. Also, should the Sales Manager authorize a reduction in the selling price of a line of goods, the same procedure must be followed.

The foregoing completes the system insofar as

Should the Sales Manager desire to increase the selling price on any article, the price tags should be changed and a Retail Mark-Up Ticket (Form 11) issued for the increase, which, after approval by manager, must be sent to Accounting Department. Retail Loss Tickets and Retail Mark-Up Tickets are treated as debits or credits on the Stock Account at selling value.

General

Cashiers will retain all parts of sales tickets, except customer's portion, keeping cashier's stub from cash sales on separate file.

Salesmen must record each sale on the

Sales Summary in the back of their sales-books. Care should be exercised in listing sales in the proper columns, treating lease sales as charges and C. O. D.'s as cash, marking C. O. D. immediately behind the amount of sale. The sales summaries must be added each day and forwarded to the Accounting Department.

At the end of the day the sales tickets (Forms 6 and 6a) are distributed as follows:

(Forms 6 and 6A) are distributed as follows:

Cashier's Stub—On cash sales and lease sales, on which there is a prepayment, are turned in by cashier with his cash report for the day. On charge sales this portion is destroyed.

**Original Sales Ticket**—On all sales is forwarded to the bookkeepers with a memorandum of the total sales.

### *Bookkeeping Department*

Upon receipt of the Sales tickets, the book-keepers immediately total all tickets received from each department and check with memorandum from Sales Department.

machine operators, who punch cards for the various kinds of articles sold, such as portables, vacuum cleaners, wiring, fixtures, etc., and make up a tabulation of sales at the end of the month. The sale tickets are

and also with the department Sales records in the Accounting Department.

Ledger and folios are then placed on all charges and lease tickets and lease sales are posted to regular consumers' ledger.

The thirty-day charges are sorted into ledger and folio order and filed in a rack containing as many compartments as there are consumers' ledgers. These charges are

then filed away by date and ticket number.

Accounting Department

The Auditor's vouchers (Form 6a) from all departments are received in the Accounting Department each morning. They are immediately sorted and added by salesmen numbers and class of sale; that is, Cash, Charges, etc., this work being done on a

July, 1914

## ELECTRICAL MERCHANDISE

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ten-column comptometer. The totals are Statement of Daily Sales (Form 14), a separate sheet being used for each department, and the department total checked by classes with the bookkeepers' total of original tickets received by them. The vouchers are sorted into ticket numbers and checked against the Sales Summaries of each salesman. This comparison covers three important features:

1. That no tickets are missing.
2. That no tickets have been mis-sorted.
3. That amounts on check have not been altered by Cashier.

Rent.  
Heat, Light and Miscellaneous Expenses.  
Clerical Salaries and Expense.  
Proportion Delivery Department Expense.

Administrative Expense.

At the end of the month or period, the results of each department are summarized on Merchandise Income and Expense Statement (Form 15) and a condensed report of results of all departments made.

The net profit from all departments is carried to account No. 308—Profit on Merchandise Sales—in the Company's regular

to the Accounting Department in all cases.

In conclusion, the system, during the brief period it has been in operation, has proved an economy in clerical work and a great help to the salespeople and street representatives, in that its simplicity and directness save a great deal of time formerly required in making out several different kinds of tickets.

#### Byllesby—Hotpoint Sale

During the recent Hotpoint-Week Campaign, an effort was made by the various Byllesby properties to make a record on the sale of household appliances. The sales were centered about the cut price offer of a table stove. Local advertising, window displays and active sales efforts were combined, and the manufacturer, local dealers and central stations all co-operated, with the result that 2,851 appliances were sold during the week by the 24 Byllesby properties listed below. Electric household heating and cooking devices equivalent to 1,499 kilowatts of connected load, were placed among the consumers during the week and while the cut price feature centered on the table stove, many other appliances were sold, the total being 1,984 table stoves and 867 other appliances. Following is the list of these 24 properties.

San Diego, Cal.	638
Minneapolis, Minn.	542
Pueblo, Colorado.	391
Stockton, Cal.	158
Grand Forks, N. D.	151
El Reno, Oklahoma	122
Oklahoma City, Okla.	117
Minot, North Dakota	98
Kalispell, Montana	95
Fargo, North Dakota	89
Faribault, Minnesota	82
Sioux Falls, S. D.	81
Mobile, Ala.	64
Eugene, Oregon	60
Mankato, Minn.	51
Muskogee, Okla.	41
Louisville, Ky.	37
Enid, Oklahoma	37
Richmond, Cal.	34
Eureka, Cal.	29
Dallas, Oregon	13
Ottumwa, Iowa	8
Sandpoint, Idaho	7
Galena, Illinois	6

The following appliance sales are reported from these four additional properties without particulars as to which type of appliance they cover.

Albany, Oregon	126
Marshfield, Oregon	96
Stillwater, Minn.	41
Snohomish and Monroe, Wash.	4

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#### Pittsfield Chooses its Slogan

The Pittsfield Electric Company has succeeded in arousing much popular interest in a slogan sign which is to be presented to the community by the central station. The active co-operation of the local Board of Trade was secured, and a slogan contest was held, one \$10 and one \$5 prize having been offered as prizes. The Committee made a selection of four slogans and the public was invited by the newspapers to vote on these four, the result of the election being the slogan, "Pittsfield—Heart of the Berkshires." Steps are being taken to select the proper design for a large Slogan Sign.

Mr. H. W. Derry, Contract Agent of the Pittsfield Electric Company, has been the moving spirit in this slogan campaign.

The salesman's totals from the Statement of Daily Sales are credited to each salesman daily and totaled by months, so that after the system has been in effect for a year, the salesmen will be notified of their sales for the corresponding day or period of the previous year, in order to stimulate them to exceed their previous records.

Electric Light Classification and becomes a part of our Income account.

It will be noted in the foregoing article that the original charge ticket goes direct to the bookkeepers, without waiting for the delivery or execution of the work. This applies in all cases, except sales of wiring or fixtures, which cannot be completed

Consolidated Gas Electric Light & Power Co. of Baltimore	
Merchandise Income & Expense Statement	
Electric Division	
Dept.	Month ending
Sales	191
Cash	
Charge	
Lease	
Discounts	
Total	
Mdse. returned	
Net sales	
Gross Profit (estimated) %	
Expenses	
Salaries & Commissions (sales people)	
" Dept. executives	
Rent	
Heat, Light & Miscellaneous	
Clerical Salaries & Expenses	
Delivery Department "	
Administrative Expense	
Total Expense	
Net Profit (estimated)	
Stock Report (at sales price)	
Stock on Hand—beginning of period	
Purchases	
Total	
Total Sales (as above)	
Stock on Hand (end of period)	
Approved	

FORM 15 (8½ x 11 IN)

The expenses of each department are charged to a separate account which is subdivided as follows:

Salaries and Commissions—Salesmen.  
Salaries—Department Executives.

within three days after the date of sale, in which case the auditor's voucher and sales ticket are stamped T B C (to be completed) and the sales ticket is held until completion. The auditor's vouchers, however, go

# AN OFFER OF CASH PRIZES

In the August and September issues of  
**ELECTRICAL MERCHANDISE**  
there will be many more stories  
of Campaign Plans

**READ ON THE OPPOSITE PAGE  
AND SEE WHY AND HOW**

We offer four Cash Prizes—a first prize of Twenty-five Dollars and three additional prizes of Five Dollars, all to be paid in glad, young, Green Money, for the best descriptions of successful selling campaigns that are contributed by central station selling men, for publication in these issues.

Read the foreword on the opposite page. Read the campaign suggestions that follow, and you will get the idea quick and sure.

If you have participated in a selling campaign of any kind, that has won the business in a way not covered in these suggestions here, send us the story at once, and perhaps you will win a prize and buy that automobile you've been talking about. Tell the story in a generous, freely-written letter. Give us the facts and figures so that other central stations can use the hunch with equal success. Enclose samples of the advertisements used in the campaign. If you have any photographs that will illustrate it, send them along.

We will take the many campaign stories that will be sent in, award the prizes to the four that deserve them, and announce the winners and pay the money when the August issue comes out. We will print all these good campaign suggestions in the August and September issues. **FOUR WILL WIN PRIZES.**

Win that money for yourself. Send as many stories of different campaigns as you like. **BUT WRITE THE LETTERS WITHIN THE NEXT FEW DAYS.**

## SUGGESTIONS FOR YOUR FALL CAMPAIGNS

### A Collection of the Best Campaign Selling Plans that Have Been Used by Central Station Sales Departments

**Compiled from the Records of Past Successes in the Development of the Market for  
Electric Current and Appliances**

[This is the first time that any consistent effort has ever been made to present to the central station selling man a comprehensive collection of the best selling plans. We believe that it will be welcomed with eager appreciation and we know that it will be helpful.

Through the coming summer months, in addition to the active selling of the hot weather devices, every salesmanager must make his preparations for the fall campaigns. First, he will determine which classes of business are the most to be desired from the point of profit, and in what territory his efforts will be best expended. Then he will set his stage, by planning how these several campaigns can best be combined and complemented. And then will he inevitably ask himself—"What can we do that is new?" It is this question that we intend to answer for him.

Any plan that has never been tried in *your* town is new for *you*. Therefore, the best way to find a new idea for a selling campaign is to look over all the schemes that have been proven in other cities—or as many as you can find—and take your pick. But the trouble has always been that there was no place to look for this suggestive collection. Stories of countless successes have been published for years in *Electrical Merchandise* and in *Selling Electricity* before it, they have appeared from time to time in the other electrical journals, they have been told in innumerable papers presented before conventions and society meetings, they have been related in the course of the discussions that ensue. But these are detailed accounts of individual experience and they are scattered through a million printed pages, beyond the reach of any busy man. What the central station salesmanager needs to-day—and this is what we aim to provide here and in the two issues to come—is a concentrated compilation of the best sales plans, the basic ideas behind the campaigns that have been successful in divers ways and in divers places.

We have made no attempt to classify these campaign plans, into sign campaigns, flatiron campaigns, and such. It cannot be done with any good influence, for the reason that the majority of these selling schemes are susceptible to application to more than the one device or class of business. In every case it is not the story of how the central station cited, conducted this specific campaign, that we wish to impress upon you; but rather the underlying purpose and policy that dominated and won. Adapt it to your own best interests and make the most of it. A good tool can be used in many ways.

To collect these campaign plans has entailed a large amount of research work. We have sought through the back files of all pertinent magazines, we have scrutinized the proceedings of the National Electric Light Association, and many state organizations, both papers and reported discussion for many years back, we have delved into every nook and corner where we felt that treasure might lay hidden. We found, of course, a myriad of duplications, where the same campaigns had been run in different cities, or kindred efforts were clearly based on the same inspiring thought. The residue, which we have culled, is more than we can find space for in the three issues which we mean to devote in large part to it; and yet, we know that these are but a small part of the plans that have been tried throughout the country, and should be known to you. We appeal to all good central station selling men—all true-blue co-operators—to come to our assistance by sending in those other campaign plans that have eluded us. But do it now before the coming issues appear, so that we may carry the elimination further, and the compilation may be as complete and fruitful as possible.

We believe that all readers of *Electrical Merchandise* will welcome this feature in our July, August, and September issues, and make good use of it. It will form a reference digest of selling plans that has been sorely needed and for long.—Editor.]

### How to Stage "The Electric Cottage"

**An Outline of the Best Proven Practice in Cottage Demonstrations**



DURING the past few years a large number of central stations have organized cottage demonstrations on a "House Electric" plan, in which a modern dwelling was equipped electrically and furnished complete for occupancy, and then devoted for a period, to a demonstration of electricity in the home. The idea is not new, but possibly, a detailed outline of the best practice in organizing and conducting these cottage demonstrations, will be of interest and of suggestive value to companies contemplating similar appliance exhibitions for the coming fall.

Judging from past performances, the two most important features in properly staging the electric cottage, are locality and publicity. There have been some cases where houses have been utilized, though well out of the central residence district, but their complete success was due very largely to special publicity directed to overcome this

drawback. On the whole, it is exceedingly important that the cottage which is to be the scene of such a demonstration, shall not only be located in a convenient position, but chosen so as to appeal to the class of people you wish to influence most strongly.

#### *The Securing of the Cottage*

The cottage should be secured, if possible, through the cooperation of the local real estate man, for three reasons. In the first place, it will probably secure a better type of house; next, it will relieve the central station of much preliminary trouble and responsibility; third, it will attract the attention and interest of all the real estate fraternity, and impress them with the value of a complete electric installation as an aid to renting. The first step, therefore, is to take your leading real estate man into your confidence, talk the whole scheme over with him, giving him facts and figures and photographs describing similar electric cottage demonstrations, which have been success-

fully conducted in other cities, and how invariably, the house itself is sold or rented.

It may be necessary to call on several real estate men before you find the happy combination of a man who is willing to cooperate in the enterprise, and the availability of a suitable house on his sale or rental list. These negotiations will probably entail a conference with one or more owners, but the preliminary work can be done by the real estate man, or central station salesmanager to be called in for final arguments and closing the deal.

The house chosen should be modern in every way. It should be located in one of the residence districts, among a class of well-to-do homes, from whom it is hardest to draw your prospects to a demonstration. The fact that this electric cottage is located in their neighborhood will overcome much of this natural reluctance. The cottage should also be accessible to street car lines, from which guests will come from other residence districts. The ground should be attractive and in good order. No item

which will add to the general attractiveness of the setting, should be overlooked in making your choice.

In closing with the owner, arrangement should be made for use of the cottage for a period of two weeks or a month, depending on local conditions, and the central station will assume responsibility for any damage to the premises. In behalf of the agent, a notice will be exhibited in the cottage during the demonstration, announcing that this house is for rent or for sale by this agent, and through this medium, he will receive sufficient valuable advertising, to pay him well for his trouble in the initial negotiations.

The price which the central station pays to the owner for the use of the house, is, of course, a matter of negotiation. But, sometimes a stipulation is made that a part or all of this rental price shall be rebated to the Company if the house is sold or rented within the period of the demonstration.

#### *Furnishing the House*

The cottage must be furnished completely, and this is best accomplished by

If it is necessary for additional outlets to be installed in the house to give facilities for connecting complete equipment of appliances, the leading electrical contractor should be invited to contribute this work at cost, in return for which he should receive credit, therefore, in a card on display in the cottage.

#### *The Electrical Equipment*

The cottage should be fully equipped with electrical devices, but this feature should not be overdone. The best impression is made by installing in the various rooms only the apparatus which would be used in a normal home. The practice of filling every corner with extra appliances that would not be there if the house was occupied by a normal family, is a mistake. There can be no objection to having two types of vacuum cleaners on view, one on the first floor and another upstairs, but to turn every room into a display of appliances, drives out the home atmosphere that is most desirable. It is advisable, therefore, to set aside one room upstairs, putting a

secure the cooperation of the real estate agent, the furniture store, the department store and the electrical contractor, to the end that the newspaper advertising of all matter be contained in one large display. The advantage is that it secures a more conspicuous space, it impresses upon the public the cooperative nature of the demonstration, and gives it more importance in their eyes. And, the combination gives strength which would not be secured from the same expenditure in independent advertisements.

Considerable advance notice should be given to the public. The first step is to get in touch with newspaper reporters, talk the scheme over with them, show them the main interests involved, and arouse a general state of expectancy. In most cities this will produce much free publicity. A few days before the opening, invitations, preferably engraved, should be sent to all consumers, inviting them to be the guests of the company at the opening reception, and asking them to bring their friends. On the evening before the opening, employees of the central station should devote an hour or so to individually calling up their own friends and acquaintances by phone, urging them to come out to the reception. Large announcements should be printed in the newspaper and a general invitation extended. This invitation should be made to cover both afternoon and evening, and in the personal invitations, effort should be made to secure attendance in the afternoon in order to prevent congestion during the evening hours.

A modest electric sign should be erected outside the cottage so that the guests may experience no trouble in locating the house. Pictures of the house should also be featured in the newspaper ads, and it is well to run some such slogan as "Meet your Friends at the Electric Cottage."

In the library of the cottage a large register should be provided, with pens and ink for the signature of the guests. The best way to avoid any awkwardness over this feature is to present each guest with a couped ticket bearing a number, and entitling the holder to one vote in a final drawing contest, in which several electric household appliances will be given to the winning numbers. In order to register the numbers, it will be necessary for each guest to give her name which insures the filling of the register with names of prospects for future use. This free drawing coupon should be advertised in the newspapers, and made a feature of the personal letters, no effort being spared to awaken the interest of the public in this event. It seldom fails to create much comment, and becomes a subject of many short newspaper items.

From time to time, the names on this register should be compared with your invitation list, and a personally signed letter from the manager of the company should be sent to each consumer who is not yet recorded as having visited the demonstration.

#### *Entertainment Features*

Before the cottage demonstration begins, careful plans should be made to provide an interesting series of entertainment features. Personal invitations should be extended to officers and members of local organizations, such as women's clubs, the school teachers, the physicians, and other social bodies, for special electric luncheons arranged for their entertainment. The daily hours for the regular reception of guests should be published as from 9 to 1, and from



*The cottage used for the demonstration in Chattanooga. The prominent electric sign played no small part in attracting the throngs of visitors who came and were impressed.*

securing the cooperation of a local house-furnishing store, and a department store. Rugs, furniture, linen, books, ornaments, silver and kitchen utensils are all needed, for the cottage must be carefully equipped in every particular, so that it is entirely normal in appearance. The stores who co-operate in this furnishing shall each one be entitled to a display of modest cards in various rooms, stating that the furniture is provided by Smith & Company, and to station in the cottage throughout the demonstration, a salesman or a saleswoman. This representative, however, will simply aid the company's representative in welcoming and entertaining guests of the cottage and will make no effort to solicit orders or to sell the furnishings in the house. They will be on hand, however, to answer all questions, and to take any orders which are proffered. And, it has been the experience of the majority of these demonstrations, that not only is all the furniture in the house sold, but much additional business is secured directly by orders for duplicates of articles seen in the cottage, or indirectly, by the publicity which the store receives.

Whether the stores deliver these furnishings or whether they are to be called for by the central station, is a matter of individual arrangement, but the central station holds itself responsible for the safe-keeping of everything contributed to the demonstration.

sign over the door reading, "Exhibition of other electrical appliances," and display there every device that can be of any interest to the public. It will be found that there are still a sufficient number of electric home comforts scattered about the house to provide ample interest in every room.

It is unnecessary to state here what appliances should go into the various rooms. The purpose is to secure a few household devices, and then arrange them about the rooms and in the exhibition room. It is well to secure the advice of a woman, an actual housekeeper, as to how these appliances should be arranged, and how many in each room. Beside each appliance throughout the house and in the exhibition room, there should be a plainly lettered card explaining what the device is, how much it costs, how much current it consumes per hour, and how many hours it is in use each month under normal conditions. As far as possible, have every device connected so that any guest may try it with her own hands. For every device that is not connected, there should be an outlet handy for its demonstration.

#### *Publicity*

It is hard to suggest just how the advertising of an electric cottage should be carried out. It is advisable, however, to

2 to 10, this giving a luncheon hour when the house may be entirely given over to special groups of guests. At these functions, buffet luncheons may be electrically cooked in the presence of the guests, and served with some distinctive flavor, appropriate to the season. And, at some of these special receptions, some small household device may be presented to the winning number of special coupons issued for that one occasion.

Special days may be set apart also, as mothers' day, when a special demonstration may be featured in the nursery; as childrens' day, when electric toys, Christmas tree lights and nursery appliances may be featured. A smoker evening, when a special list of men guests may be invited and served with electrically percolated coffee, electrically lighted cigars, and entertainment provided by some lecturer or a similar feature. The bulk of the evening, however, should be given over to sociability. Various other special occasions will be suggested by local conditions.

#### *The Organization*

In charge of this cottage demonstration, should be an experienced member of the central station sales department, who is qualified to discuss with guests any question which may arise in regard to the service or wiring of a house, or the cost or use of an appliance. He should have one or two assistants who can relieve him, but someone in authority should always be in attendance. In addition, there should be always on duty, several attractive young women who are competent to demonstrate and discuss the appliances on display, and to entertain the guests. A definite method of entertaining guests should be adopted so that all comers shall be conducted through the various rooms in regular order that will reduce the congestion to the minimum, and increase the general good feeling. In the course of the tour of the house, all guests should be served with a small cup of coffee and crackers, if nothing more. And, it is well worth while to give away some little electric souvenir, that will be carried home and serve as a reminder of the occasion. A talking machine of good quality should be installed with a good assortment of records, so that there may be music from time to time in the living room, but sufficiently subdued so that it will not interfere with conversation.

#### *Other Advertising*

As the demonstration progresses, advantage should be taken of the resulting gossip and comment among the people, to make a second intensified effort towards publicity, when the affair is about half over. Attention should be called to the fact that there are but few remaining days, and this should be featured in the newspaper, and advertised in special slides at the moving picture shows, by placards in the front of trolley cars, and in similar ways that will suggest themselves. It is well on the final night to hold a farewell reception, and if the season is right, a band concert might be arranged on the front lawn. Before the reception, the band might parade through the town before the crowd. In order to avoid great congestion, the attendance that night should be by special invitation, these guests being asked to enjoy the concert from within the house, the rest of the crowd occupying the street. This will secure a great deal of publicity, and will be well worth the cost of the band.

#### *The Cost and the Result*

The cost of such a demonstration will depend very largely on local conditions. Successful cottage displays have been staged for amounts running from \$100 to \$400, and in some cases higher. One demonstration, in mind, cost \$408.09; an electric cottage demonstration in Chattanooga, where the register attendance was over 3,400 and the

furnishings in the electric cottage stands as one of the best selling opportunities within reach of the central station. Of course, such an enterprise entails much effort and hard work, but it is surely infinitely less than would be required to reach and influence an equal number of people by the ordinary methods of personal salesmanship.



*The view in the library in the Chattanooga "electric cottage." Note the sign on the table—"Please Register"—with a book beside it. This produced a prospect list of 3,401 names.*

total attendance over 5,000. In this case, the itemized expense was as follows:

Water.....	\$ 0.75
Telephone.....	2.25
Coal.....	7.50
Linens.....	12.45
Silver.....	12.50
Hardware.....	2.25
Cutlery.....	4.14
Luncheons.....	40.75
Cigars.....	9.00
Flowers.....	8.25
Laundry.....	2.85
Miscellaneous Advertising.....	113.60
Newspaper Advertising.....	180.40
Miscellaneous.....	11.40
 Total	 \$408.09

This figures at the rate of twelve cents of cost to every registered guest entertained, which is a very small amount to pay for such an opportunity to interest good prospects.

The results are always more than satisfying. A large preferred list of prospects is secured and in almost every case, the prospect has given some intimation as to some particular appliance she or he is interested in. Throughout the demonstration, special invitation is extended to people living in unwired houses, and a large number of house-wiring prospects are secured, and a goodly number of contracts actually signed up. In addition to this, the sales of appliances ordered from the devices on exhibition in the cottage and delivered next day from the company's office, is always large and profitable.

Combine this profit from direct sales with the wealth of good influence secured for the central station by interesting thousands of men and women in household devices they have never seen before, and remember that, in most cases, the house itself is either sold or rented as the result of publicity which it receives, and the sale of

And always, if full benefits are to be obtained, the electric cottage must be looked upon as the opening move in the game, to be followed by a constant, cumulative campaign of personal selling to the list of prospects won through the cottage register.

#### *Selling from House to House from a Wagon*

##### *Three Weeks of Morning Calls in Denver and What They Accomplished*

A very profitable campaign for the demonstration and sale of electric household appliances was conducted by the Denver Gas and Electric Light Company. A light electric delivery wagon was utilized for making the calls and transporting a large variety of appliances with sufficient reserve, so that the devices might be left on the premises, as sold. The campaign lasted three weeks and 434 morning calls were made, and in each case, a thorough demonstration was made. And, as a result, 130 appliances were sold from this wagon.

The demonstrations were confined to the morning hours when there was greater assurance of finding the housewife at home. The vehicle was utilized during the afternoons to deliver other appliances sold from the office. During this three-week-campaign and partly as a result of the publicity obtained, 227 appliances were sold in the office.

In the course of the campaign, the truck covered a total distance of 568 miles and consumed 1,568 kw. Several salesmen worked with the truck and their efforts were supported by special advertising.

Ernest Gonzenbach, formerly president and general manager of the Sheboygan (Wis.) Ry. & Electric Company, has been appointed general manager of the Empire United Railways, Inc., of Syracuse, N. Y. This Company is a consolidation of a number of electric railways serving a large territory in that part of the State.

# Quality and Service

The acknowledged leadership of the G-E iron is the result of years of experience and knowledge in the making of electric irons—it is the most improved iron on the market—and it costs no more than the other kind.

One large company recently placed an order for 10,500 irons—convincing evidence of the proven quality and reliability of the G-E product.

Sell an electric flatiron that both you and the customer have confidence in, so that more purchases may be made at your store for other reliable goods.

The General Electric Company offers the best quality and service to its customers due to its organization and unequalled facilities.

Warehouses are maintained in all sections of the country where ample stocks are always available to take care of immediate requirements at a minimum of delay and expense. Electric flatirons are delivered f. o. b. from all G-E warehouses in the United States.



Type F36 G-E Flatiron

# General Electric Company

Atlanta, Ga.  
Baltimore, Md.  
Birmingham, Ala.  
Boise, Idaho  
Boston, Mass.  
Buffalo, N. Y.  
Butte, Mont.  
Charleston, W. Va.  
Charlotte, N. C.  
Chattanooga, Tenn.  
Chicago, Ill.  
Cincinnati, Ohio

Cleveland, Ohio  
Columbus, Ohio  
Dayton, Ohio  
Denver, Colo.  
Des Moines, Iowa  
Detroit, Mich.  
(Office of Agent)  
Elmira, N. Y.  
Erie, Pa.  
Fort Wayne, Ind.  
Hartford, Conn.  
Indianapolis, Ind.

Jacksonville, Fla.  
Joplin, Mo.  
Kansas City, Mo.  
Knoxville, Tenn.



Los Angeles, Cal.  
Louisville, Ky.  
Memphis, Tenn.  
Milwaukee, Wis.

Minneapolis, Minn.  
Nashville, Tenn.  
New Haven, Conn.  
New Orleans, La.  
New York, N. Y.  
Niagara Falls, N. Y.  
Omaha, Neb.  
Philadelphia, Pa.  
Pittsburg, Pa.  
Portland, Ore.  
Providence, R. I.  
Richmond, Va.

Rochester, N. Y.  
St. Louis, Mo.  
Salt Lake City, Utah  
San Francisco, Cal.  
Schenectady, N. Y.  
Seattle, Wash.  
Spokane, Wash.  
Springfield, Mass.  
Syracuse, N. Y.  
Toledo, Ohio  
Washington, D. C.  
Youngstown, Ohio

## Largest Electrical Manufacturer in the World General Office, Schenectady, N. Y. ADDRESS NEAREST OFFICE

For Texas, Oklahoma and Arizona business refer to Southwest General Electric Company (formerly Hobson Electric Co.), Dallas, El Paso, Houston and Oklahoma City. For Canadian business refer to Canadian General Electric Company, Ltd., Toronto, Ont.

5019

July, 1914

## The Group Plan for Appliance Sales

The Most Recent Development in a Central Station Selling Campaign—  
How It Worked in Denver

  
NE of the most popular selling plans that has ever been offered by a central station is the so-called group plan which has been adopted by so many companies during the past year. The plan seems to naturally revolve around the electric suction sweeper, and for the purpose of knitting to the popularity of this small consumption device, one or more other appliances of greater revenue producing value.

Since the first, it has been recognized that the electric suction sweeper appeals to the housewife more strongly perhaps, than any other electric appliance which has yet been devised. But from the standpoint of central station revenue, it has a drawback, in that the income which may be expected from the sweeper-type machine, is reckoned at about \$2.50 a year. In spite of its popularity, it is therefore not over-profitable for the central station to expend large sums of money in selling this appliance by itself. The group plan however, offers the solution in that the popular sweeper is made the vehicle for carrying into the homes, the toasters, percolators, heat-pads, grills and radiators, that bring a higher rate of revenue to the station.

A further feature of the scheme has been the introduction of a bargain price for the group in combination with a purchase coupon. That is, the coupons are so arranged that a standard group price of, say, \$50 is offered. Purchase coupons are sent to all consumers and entitle them to a discount of, say, \$11 on the purchase price. This means that the group is actually sold for a net price of, say, \$39.00, and the offer is made available for a limited number of weeks.

Perhaps the best description of the campaign in its entirety is obtained from the story of a definite campaign in which this group sales plan has been utilized. The initial campaign on this plan was instituted in Denver, Colo., and the following description by Mr. Clare N. Stannard, Manager of the Commercial Department, of the Denver Gas & Electric Light Company, covers the main points of interest.

### The Campaign in Denver

#### The First Test of the Group Plan

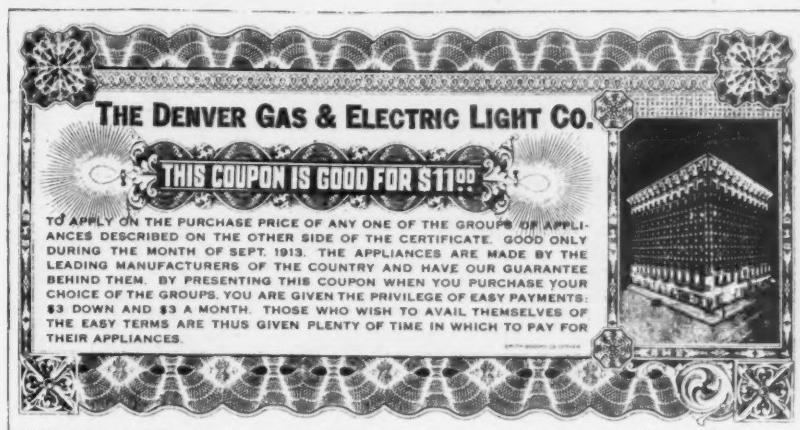
By CLARE N. STANNARD

"Something over a year ago, the Manager, together with some of the members of the Commercial Department of the Denver Gas & Electric Light Company, spent considerable time in discussing the feasibility of grouping appliances, advertising the groups and selling them for a lump sum. Before any definite conclusions were reached, Mr. Frank B. Rae, Jr., called upon us, having for some time been giving the subject of group sales considerable thought. I was greatly interested in his suggesting this sales plan with the Ohio-Simplicity Suction Sweeper as the central article of the group, each group to consist of not less than three articles. I immediately saw the solution of the proposition which we had been studying and was therefore very glad to accept Mr. Rae's plan as outlined, and we immediately made up 12 groups which are enumerated on the back of the enclosed coupon. We found that the regular list,

retail price of each group amounted to \$50. We further determined that on account of the reduced expense in marketing the appliances, due to the group idea, we could discount this sum to the extent of \$11, thus selling the groups for \$39, which, by the way, worked out very nicely for time payments, viz: \$3 down and \$3 per month, the payments being completed within one year's time. We found that the \$39 price enabled us to make an excellent profit. This fact was important to the

that the coupon is fully explained on the back of the letter, also the cuts of the various groups and on page 4, cuts and reading matter describing the vacuum cleaner.

"Aside from the vacuum cleaner, the most popular appliances sold in the groups were, on the electric end, disc stoves, chafing dishes, percolators, electric irons, toasters, curling irons and shaving mirrors. On account of this being a combination company, the groups were made to cover the gas as well as the electric devices. The most popular gas appliances were gas ranges, water heaters, room heaters, and waffle irons. In quite a number of instances, we found consumers desired other more expensive articles than those enumerated



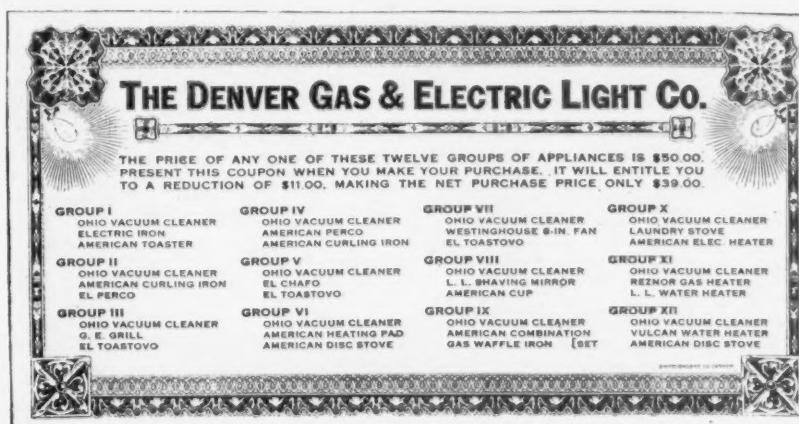
Bargain coupons used in the Denver group-sale campaign.

Commercial Department as the testimony now is to conduct all Departments along self-sustaining lines.

"The accompanying circular was prepared and mailed to all of our consumers in Denver. The letter, you will note, is an invitation to demonstrations, given under the auspices of one of our leading Domestic Science teachers. During the course of lectures,

in the groups, in which event they paid us a cash difference. Through the group plan we found we were able to greatly increase our appliance sales, many people purchasing a group even though it contained some appliance which they already possessed, making a present of this appliance to a friend.

"In making up our groups we aimed to



The other side of these coupons with a list of the groups offered.

the visiting ladies had the pleasure of meeting and talking with other women prominent in social and club life in this city, a feature which was greatly appreciated by them. During these demonstrations, of course, the suction sweeper was thoroughly demonstrated and explained to those present, the details of the group plan being featured.

"In addition to the very effective newspaper, circular and other advertising, the Representatives immediately commenced an active house-to-house campaign, making a feature of this special sale. You will note

make the wattage as great as possible. While the sale of one appliance would not bring much revenue, but through the sale of the groups it would be worth while, and through the reduction in the price of the appliances composing the groups, many sales were consummated which might not have otherwise occurred.

"Notwithstanding the fact that local dry goods stores are now selling other makes of vacuum cleaners at a much lower price than ours, as a result of our having introduced our cleaner so thoroughly through the

group idea, we are selling practically all of the vacuum sweepers sold in our city. The group idea became very popular and we frequently have consumers ask if we are

that it gave our Representatives a splendid idea of the appliances owned by the various consumers on their territories, and also of the appliances for which they were prospects.



This letter announced the Denver offer.

going to repeat the offer this year, which we intend to do.

"During the campaign we sold 500 vacuum cleaners and 1,000 miscellaneous appliances, a total of 1,500 current consuming devices, the profit running into thousands of dollars.

"Another excellent feature of the plan was

"We feel that on account of the appliances sold, the profit secured, the favorable publicity it brought, and the wide popularizing of electricity, the scheme is the best one of the kind ever attempted by this Company in recent years."

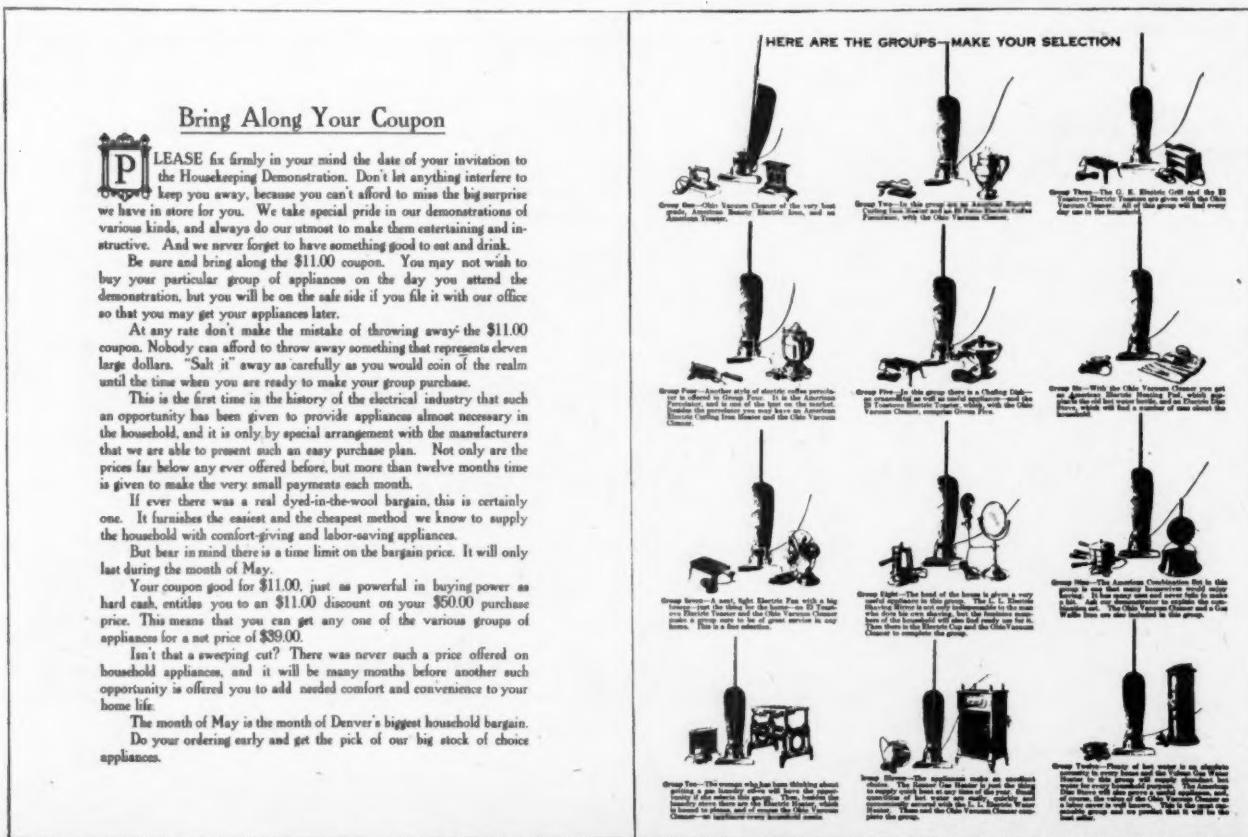
This idea of selling electric household

appliances in groups, wherein popular devices of small revenue production are linked with other devices of greater value, and baited with a bargain coupon feature, offer opportunities for many combinations adaptable to varying conditions of service and popular market. The idea has already been successfully tried out in many cities, among them, Spokane, Washington, Los Angeles, Philadelphia, Pa., Providence, Harrisburg, Scranton, Elmira, Lockport and others, including the Denver campaign just described. In reporting on this campaign development before the recent Philadelphia Convention of the N.E. L.A., the Committee on Merchandising and Advertising, reproduced a quantity of the advertising matter which has been used in these campaigns, and said:

"The plan is good for any time of the year and has been worked out with marked success. While the salient features are not in themselves new, their combinations, together with the use of coupons, has brought big sales. Some central stations, co-operating in this plan, have gone so far as to use bona fide bank checks for specific amounts, the checks negotiable only at the office of the central station in connection with payments on the purchase of one of the groups.

"Your Committee would suggest that central stations adopting this group sales plan, endeavor to secure co-operation, or at least sympathetic support, on the part of supply dealers, electrical contractors and others whose individual sales might be somewhat affected by this plan. The prices in every case should provide satisfactory working profits."

**S. B. Ireland**, formerly of Fremont, Neb., has been appointed manager of the Bartlesville (Okla.) Interurban Railway Company. This Company is operated by the H. L. Doherty & Company. The Bartlesville Interurban Railway Company supplies electric-lighting service in that city.



The letter was on a double sheet, and inside appeared this further information.

**Amateur Salesmen for Appliances**  
*Selling Flatirons Through Local People and  
 on Commission*

There are some appliances like the flatiron, and in fact most of the small cookery devices, that can be sold by anyone, that is, no special knowledge is required, and the use of the utensils is well understood by the public. In every town there are men and women, young and old, who are eager to earn a little money, and will be glad to undertake the sale of these household devices on a commission basis.

It is only necessary to furnish them with order blanks and a small amount of information on a printed card, to guide them in answering the few pertinent questions which will be asked. Equipped with this, and a sample appliance, they can go out and make a house-to-house canvass that will result in a large number of sales. It is well to start such sales people with the electric flatiron, and have them inquire as they go, for opportunities to place other appliances. Territories can be prescribed, and when they have covered the ground for the iron, they can take out a sample percolator or heat pad. If an installment payment offer is a condition of the sale, you will find that this class of agents will produce a large amount of business.

Of course, the central station man will wonder whether such agents will embarrass him with misstatements, but it will be found that these agents will invariably tell the prospect that he or she is selling on commission, and plainly show that they are not regular representatives of the company who should be expected to know all the details of the business.

To show how effectively the plan works, there is a man in New England who has made a regular business of forming campaigns of this sort for various central stations. He goes from one town to another, advertises for agents, picks out a required number from the applicants, provides them with a list of prospects or territory maps, and sends them out to sell. The manager gets a small commission, and the salesman a somewhat larger one on appliances actually retained by the prospect.



**Compelling Cooperation in Street Lights**

*How Light Spots Were Made to Sell the  
 Dark Spots*

The story of an installation in Peoria, Illinois, gives a good suggestion for the development of ornamental lighting through the stimulation of the individual merchants.

The beginning of this Peoria installation was a sale of three 5-light posts to one of the prominent merchants, these being placed along the front of his store. Of course, this won the immediate attention of the largest competing merchant, and the central station called upon him before long, and sold the second installation of several posts. In the same way, several other merchants followed suit within the next month, with the result that along the main business street, there were several groups of ornamental lamp posts, all these posts being of the same type of 5-lamp standard.

At this point, a number of other inquiries having been received from merchants and business men, T. P. Pinkard, Commercial Manager of the Peoria Gas and Electric Company, went before the Association of

Retail Merchants, with a complete plan of estimate for an extensive system of ornamental lighting, to include the posts already installed. The Association was convinced that this offered a good opportunity for them to lead a conspicuous movement, and not only benefit business in the town, but win no small fame for themselves. Their co-operation was therefore secured and the Association appointed a series of committees to call upon merchants along the main business street, and arrange with the city council to provide for maintenance of the new system which would take the place of existing street lighting. These committees gradually secured the signatures of the majority of the merchants, whereby they agreed to pay pro rata on frontage, for the cost of the installation; but there were numerous cases of unsettled estates, long leases or other conditions, where an agreement seemed impossible, and there was prospect of a number of dark spots in the White Way.

The central station went ahead at this point, installed the posts before the premises

of all merchants who had signed the agreement, and on completion of the installation, turned on the lights one Saturday night without any previous notice to the public. In every block, however, in which some merchant had refused to participate and thereby left a dark spot in the chain, the lights were not turned on. The news of the illumination was spread rapidly about the town, and by 9 o'clock the streets were crowded and the dark spots in the White Way stood out with unfavorable prominence. And immediately such pressure was brought upon the delinquents, by the merchants already in the system, that practically the entire street was signed up at once, and the installation was made complete. As is usual, the merchants in several side streets just off the shopping district, got together in self-defense and installed ornamental lighting down their thoroughfares.

This turning on of the lights to show up the dark spots seems to offer a good opportunity to bring final pressure to bear on reluctant merchants who stand in the way of complete installation.

# BUCKEYE



**Kilowatt**  
**Half Kilowatt**  
**Horse-power and**  
**Half Horse-power**

## MAZDA LAMPS

With the latest and most remarkable addition to the Buckeye MAZDA line - the 400, 500, 750, and 1000-watt sizes—comes our opportunity to give you specialized engineering service. That's one reason why the Buckeye organization has from the very beginning played a leading part in the introduction of these highest efficiency MAZDA lamps.

Buckeye double-efficiency MAZDA lamps and Buckeye Engineering Service reduce illumination to its simplest and most economical basis. Expert Buckeye engineers will furnish you with definite, carefully studied plans covering any problem in the scientific lighting of factories, streets, stores, yards, offices and public buildings.

Write today for this technical service. It's free.

### The Buckeye Electric Division

National Lamp Works of General Electric Co.

CHICAGO

CLEVELAND

BOSTON

PITTSBURGH

H. E. WELLS, AGENT, DALLAS, TEXAS

Member Society for Electrical Development—"DO IT ELECTRICALLY"



**Making the Flatiron a Premium  
How One Central Station Made it Win  
Wiring Contracts**

The St. Joseph (Mo), Railway, Light, Heat and Power Company, recently took advantage of the susceptibility of the average citizen when a bargain is offered, and advertised a free electric flatiron as a premium, for all old houses wired for electric lights, within a given period of two months. One hundred new house-wiring contracts were secured during the campaign, and 100 irons were therefore given away. It was found that many prospects who had practically made up their minds to install electricity in their homes, and yet were procrastinating for no particular reason, were jolted into action by this free offer, feeling that if they were going to have the house wired at all, they might just as well secure this "something for nothing."

Another feature of this two months' campaign was a thirty-day free trial offer which the Company extended to all consumers. The combination created much comment, and during one of these months alone, 594 irons were installed on the trial basis, and only a small percentage of them were returned.

It was found that the expense of handling these campaigns in combination, was much reduced, as both salesmen and delivery wagons, covered their territories with a heavy percentage of actual results.



**A Campaign Through Co-operative Advertising**

*Manufacturer, Contractor and Central Station Join Hands in Pushing an Appliance*

Several central stations have reported good success with a co-operative campaign, wherein the manufacturer, the local contractors and dealers and the central station

have joined hands in an energetic campaign to sell a definite appliance. Such a campaign usually lasts two weeks. The manufacturer sends out a salesman or two, the central station appliance men devote themselves to the campaign, and the contractors, by agreement, concentrate all their advertising expenditure on its sale. For the purpose of intensifying all publicity, the central station offers to put one dollar into these advertisements for every dollar contributed by contractors; the whole to be expended in big advertisements of the electric toaster, percolator, suction sweeper, or whatever may be the feature of the campaign.

In such a campaign the central station has in cases furnished supply dealers and contractors with other advertising matter for window displays, while the manufacturers have contributed folders and booklets for direct mailing. In this way, an advertising influence of great cumulative value has been effected, and by putting a special sale price on the device, and playing up the short period of the sale, a large amount of public interest is created and the bargain feature sweeps in many hesitating prospects. As the contractor goes his rounds, and the dealer talks to customers over the counter, constant reference is made to the big toaster sale, and much business comes to them. The central station in most cases has acted as jobber in the purchase of the appliances and resale to the contractors and dealers, the price being established to give them all an interesting profit.



**Selling Flatirons on Hot Days**

*How a Test Campaign on Mondays and Tuesdays Brought Big Results*

The Union Electric Company, Dubuque, Ia., made a careful test of the influence of hot weather on the sale of electric flatirons.

Two men were set apart to make a hot weather campaign with six-pound electric irons, calling on non-users, a list of whom was prepared beforehand. The campaign was confined to Monday afternoons and Tuesdays during the extremely hot weather. In nine cases out of ten, these men found either the housewife or the maid in the act of ironing, and experiencing great discomfort from the combination of the weather and the close proximity of a stove. The demonstrator asked permission to show the electric iron, and was in no case refused. During the course of the conversation, the iron was connected and heated, and the salesman removed the iron which had been in use, and substituted the electric iron, with a request that the prospect go ahead with her work, and give the electric method a trial.

This procedure was determined upon as the course to be pursued, and proved most effective. During the first day and a half of work, for instance, ninety-seven calls were made and fifty-seven irons sold. During the campaign it developed that many erroneous ideas had existed regarding the use of electric light and electrically heated appliances. Many women thought that there was danger of shock or danger of lightning, but all these fears were easily dispelled.

As a result of this campaign, and the work that had preceded, eighty per cent of the residences were equipped with electric flatirons, and return calls which were made brought forth nothing but praise for the device.

Mr. C. J. Eaton, was the commercial manager when this campaign was made.



**Fans by the Wagon Load**

*A Campaign Scheme that Sold 1,337 Electric Fans*

The Public Service Company of Northern Illinois sold one summer, 1,337 electric fans which were distributed by placarded delivery wagons. The success of this campaign seems largely due to the fact that the salesmen were inspired with great enthusiasm, and started out with a firm conviction that all records were to be broken.

A large number of fans were ordered from the manufacturers. The men were impressed with this fact, and every effort was made to "ginger" them up to the point of keen personal competition. The fact that this central station maintains a large number of branch offices, contributed materially to the opportunity for such a competitive test.

In each district, wagons were secured from the best livery stable, decorated with placards, advertising the electric fan, stating its price and the cost per hour to operate. Each wagon was loaded full of fans, and the impression was that they were being delivered by the wagon load. As an additional incentive, commissions were paid to the salesmen on fan sales.



**A Demonstration and Lottery Campaign**

*A Plan that Has Proved Effective Many Times*

Many central stations have tried the plan of combining a demonstration in the Company's showroom with a lottery in which ballots are issued to the guests, the lucky

**Before You Start Your Next  
FLATIRON CAMPAIGN**

**Let me explain an idea I have developed for selling irons in YOUR city. Relieves you of the expense and labor of soliciting, collecting and maintaining. Costs you nothing if not successful. Write**

17 Madison Avenue,  
New York.

*Jean B. Rae, Jr.*

number winning the prize appliance. This plan has always proved effective in two ways. Every guest signs a register in the act of receiving the ballot, and in this way, a large list of interested prospects is compiled. The demonstration itself, is always productive of direct sales, and it invariably elicits many inquiries from non-consumers which lead to wiring contracts.

A typical case of such a campaign was in Nashville, Illinois, a town of two thousand. Here the Nashville Electric Light Company gave a two days' demonstration in a showroom. Electrically cooked luncheons were served and every customer was invited to attend the demonstration, and take a chance on a fireless cooker, by signing his name on the ledger. As each guest signed the register, a numbered ballot was issued, and at the end of the demonstration a drawing was made, and the winner of the fireless cooker was indicated by the number drawn.

As a result of this campaign which was under the supervision of K. A. Steinhauer, secretary and manager of the Nashville Company, in addition to numerous small appliances, eighteen electric ranges were added to the line also. Many customers were found to be interested in appliances and eager to discuss them. Much free publicity was secured through the press and local gossip, and a goodly number of new contracts resulted.



**A Salesmen's Record Competition**  
*Application of the Life Insurance Selling Plan*

The inspiration of many successful campaigns has been secured through salesmen's competition, whereby the men are striving against each other for a prize. Such a contest runs for a series of several months, and all business is figured on a point system so that the total will run up into big figures. To indicate the progress of the fight, a dial should be installed in the show window of the office; to indicate the position of each man in the race, and interest the public in the event.

It will be surprising to see how quickly the public will show an interest in such a competition, and the personal friends of each salesman will be enlisted in his cause. Newspaper reporters will be interested, of course, and the contest published in the paper. Just as it is with the life insurance agent, the salesmen will go to their own friends and acquaintances, and put up a stiff argument to have them sign up now and add so many hundred points to the personal list.

By the application of this point system, the greatest number of counts should be given to the class of business most desirable and this will direct the greatest effort to this preferred class. Let everything sold count in the contest, but if you want display lighting most, make display lighting returns, reap the big point gains. If a drive is to be made for off peak consumption, appliances may be baited with extra points.

A campaign like this was in Beaumont, Texas, and resulted in a sale of a sign every third day.



#### An Anti-Negro-Cabin Campaign *Showing Up Unsanitary Conditions Sold Washing Machines*

It is a condition peculiar to the South, that all family washing is taken away to the negro cabins, and therefore the South has been a poor market for electric washing machines. The most effective washing machine campaign ever devised in a Southern City was successfully staged in Athens, Ga.

The Athens Railway & Light Company made a campaign of publicity, to call the attention of the public to the unsanitary conditions existing in these negro cabins, conditions under which all of their family washings were being done, at a very grave risk of disease infection. The keypoint of this campaign was a window display which was divided into two parts; one part showing the typical interior of a negro cabin; the other, a modern home laundry with an electric washing machine in use. The details of the negro cabin window were carried out with great care, stuffed rats, greasy rags, and general uncleanly conditions being conspicuous. The window

was supported by a series of letters and mailing cards, and it succeeded in creating so much comment and discussion that a considerable number of washing machines were sold.

This basic thought may be applied in any community where the habit of sending the clothes to the washerwoman's home, exists. Hardly ever do you find safe and sanitary conditions in a washerwoman's kitchen, where this work is done, and it is only necessary to bring the danger forcefully to the attention of the public to administer a strong impulse.



**Using Photographs as Salesmen**  
*Pictures of Good and Bad Installations*  
*Forces Comparison*

In Bartlesville, Okla., C. W. Johnston, the local commercial manager of the Bartlesville Interurban Railway Company, has made a practice of photographing window

# It is Made To Suit the Woman

## The Capital SAFETY-FIRST Electric Washer



It is free from all features that the housekeeper is afraid of. It is Danger-Proof and Trouble-Proof. It is light in weight and noiseless. It is free from dangerous exposed parts. It looks safe and it is safe for any woman to use.

The principle of operation is new and revolutionary. A stream of hot water is forced through the clothes instead of merely agitating the clothes through still water; thus cleaning them to snowy whiteness without boiling, without injury and in a fraction of the time required by other machines. This is accomplished by means of a direct connected propeller beneath the open-work cylinder. The stream of water also turns the cylinder. No reversal of rotation, no chains or gears to drive cylinder.

Order a Sample TODAY for your Display room and you can make sales at once.

**CAPITAL ELECTRIC COMPANY**  
Insurance Exchange Building  
CHICAGO, ILL.

lighting installations on post cards, and sending them out from time to time to merchants whose windows are poorly lighted, for the purpose of forcing a comparison in the mind of the prospect. Salesmen follow with other photographs of poor installations, and the effect wields good influence.

This plan has been tried with much success by other companies, applied especially to display lighting. Photographs are taken of the store front by night. The picture is pricked with pin holes so that when it is held before a lamp, it gives the effect of the outlining, or by pasting colored paper behind the photograph, any display effect may be secured. And to show the merchant the comparison of the present dark front, and the proposed illumination, makes a very strong argument.



#### A Sign Campaign to Secondary Merchants

*The Trick of Playing the Smaller Man Against the Larger*

Several central stations have campaigns for electric signs by calling first upon the secondary merchants rather than the leaders, pointing out to the merchant, the greater popularity of the competitor, and the fact that it is necessary for him to make himself more conspicuous, in order to draw the business now going to the better known shop. The arguments are many.

Under this plan, go to the smaller baker, confectioner, grocer and druggist, that is, the store off the main street, or the store that suffers from proximity to a larger competing enterprise, and point out that often a show of energetic progressiveness on the part of the small man, will win trade from his larger brother.

As these smaller men begin to install electric signs, the campaign may be carried to their bigger competitors, calling their attention to the fact that the smaller men, by installing electric signs, have given undeniable evidence that they are fighting for more trade, and that the big man needs a bigger sign to hold his own.



#### Cooperative Demonstrations Combining with the Grocer and the Baker to Feature Electric Cookery

In Jackson, Michigan, the Commonwealth Power Company has made an effective campaign to popularize electric percolators, chafing dishes, and other cookers. An arrangement was made with the local grocer and baker, whereby a woman demonstrator from the company went from one grocery store to another, serving doughnuts made by a local baker, cooked by electricity, and a certain brand of coffee brewed in an electric percolator. The central station sent out 3,500 folders describing the appliances, enclosing them with monthly bills, and the public responded in goodly numbers at the various grocery store demonstrations. And because the baker benefited by the increased demand for doughnuts, he willingly cooperated, by helping pay for the demonstrator. Each grocer's cooperation was secured by using the brand of coffee that he desired to push.

In each store the demonstration lasted

three days, and resulted in the sale of a considerable number of percolators, and a great deal of coffee.



#### A Heat Pad Campaign

*Reaching the Public Through Doctors and Nurses*

Undoubtedly, the electric heat pad is one of the most undeveloped opportunities in the appliance market. There is hardly a home in the land that does not contain and use a hot water bottle, which means that in every household on the central station list, the prospects are already in position to appreciate the advantages of the electric heat pad. It is more lack of attention of the subject and lack of information, than the cost, that stands in the way.

The experience of many central stations has shown that one of the best ways to gain publicity for the electric heat pad is to secure the interest of physicians and nurses

and druggists, and this is comparatively easy to accomplish. Call on the doctor and present him with a heat pad with your compliments, explaining that for the many cases of rheumatic troubles and the like, where relief can be obtained through locally applied heat, there is nothing so good as this new device. Tell him that you will leave the heat pad with him so that it may be available for such cases, and ask him, in emergencies of the kind, to loan it to his patients to reduce their suffering. Explain that the company is glad to do this, both as a service to its consumers, and because you know that people who use the heat pad at such a time, will in all probability wish to purchase one. If the explanation is properly handled, the physician will have no reluctance to accept on this basis.

Make a similar call on the local hospital; leave a heat pad for use in emergencies. Ask permission to address the nurses' training class, for the purpose of describing the heat pad and recommending it to them. If there is a nurses' home in the city, where trained nurses live while awaiting the next case, arrangement might be made to pay



*Being Able to show the "Frontlite" Unit at the Time the Call is Made Leads to an Immediate and Easy Sale.*



## National MAZDA "Frontlites" Sell on Sight

A contractor in Pittsburgh, according to last reports, was selling on an average of six "Frontlites" a day. Each consisted of a 750-watt National MAZDA lamp and our suspension unit No. 647—a complete unit for exterior lighting of moving picture houses, theatres, stores, bars, garages, etc.

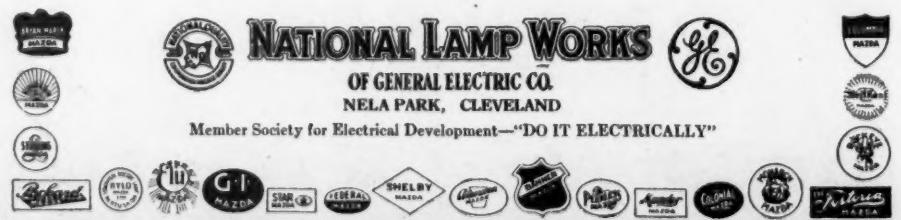
At \$15.00 apiece, his sales amounted to \$540.00 a week. \$234.00 of this represented his lamp sales—an equivalent of 750 forty-watt MAZDA lamps.

These units were sold through the efforts of one representative. The secret of his success lay in actual demonstration. He carried the unit with him.

You have the same opportunity. Rig up a "Frontlite". You can get all the necessary parts from any Division of the National Lamp Works. Put one or two salesmen on a store to store canvass. You'll be surprised to see what they will accomplish.

1500 candle-power for, say, \$15.00 is an attractive advertising proposition to any merchant or theatre manager.

Get this profitable business now while the time is ripe. Don't let the other fellow beat you to it.



them a commission on any heating pads that they may be able to sell while on cases. Explain to the druggist that he can recommend an electric heat pad to every purchaser of water bags and sell a great many at a considerably increased profit.

The chances are that many of the heating pads left with physicians, will be used most of the time in their own households, where it will become more and more familiar to the doctor, and more often recommended to his patients. Such a suggestion coming from the doctor or the nurse during time of illness, is apt to mean a sale, for in such emergencies, small thought is given to any reasonable expense.



### A Window Lighting Competition

#### *Loaning a Model Window With a Prize Offer*

The scheme of loaning your show windows to local merchants for model display of their

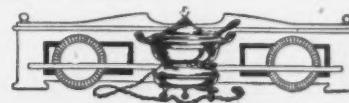
goods is not new, but should not be forgotten. The best practice is to build into your show window a small model display window in which special displays can be arranged, entirely separated from the rest of your own display.

When your window is ready, go to the leading merchants in a variety of lines, and announce a prize for the best window display, your model show window to be loaned to each merchant in turn, for a three days' display of his goods. The central station will, of course, provide the most effective type of illumination adapted to each class of goods, and each display shall be plainly marked, as an entry in the prize competition, "From the Jones Hardware Co." or whoever it may be. The model window will be enclosed and padlocked so that one key may be delivered to the merchant, and one retained by your sales manager. This will prevent any risk of damage to the valuable goods.

Every assistance possible should be given in arranging these devices so that they may have the greatest advertising value to the

merchant, as well as to the company. Make the prize a silver cup or something that can be displayed in a corner of the window. If a cash prize is given, take the money in new one dollar bills and make a conspicuous feature of this prize, for it will create much public interest, and add greatly to the competitive spirit. These devices should be advertised extensively in the local newspapers, both by the company and by each contesting merchant during these days when his display is on exhibition.

The final awarding of the prize can be made the occasion of a little reception, all the local merchants being invited with their wives and friends. Music can be provided and some light refreshments. Such a closing reception will dignify the contest and arouse a keen interest on the part of contestants and the public. Some central stations who have used this plan have displayed their own goods in the model window on Monday, Tuesday and Wednesday of each week, and the merchant's displays on Thursday, Friday and Saturday. If the office front is large enough so that electrical goods can be shown on each side of the model show window, it is probably better to secure more entries in the contest, and keep the model window constantly changing with diversified displays.



### Campaigning One Industry at a Time

#### *The Advantage of a Specialized Effort Centered on Kindred Prospects*

A very considerable advantage is gained by specializing on one industry at a time, to study and develop the problems and opportunities of that particular class of prospect. The central station salesman, in going about his territory from one prospect to another, is not apt to make as deep a study, not only of the prospect's business, but of his habits and mental attitude, as will naturally result from a specialized investigation. It applies pretty generally, that the salesman who understands the details of your office, talks the language, and is familiar with your tricks and troubles, can secure your confidence more readily and get closer to you. In the same way, if one salesman is to develop all possible business from grocers, and makes an energetic effort to learn the inner workings of their business, he will discover not only chances for the utilization of electric current, but many ways to reach the grocer's pocket-book. His efforts can be supported by personal letters from the office well marked with facts and figures.

The same methods applied to the doctor, the banker, the livery stables, the druggist and the baker, will result in a much more intelligent solicitation. Another feature of such a campaign method is the fact that much simultaneous comment will be occasioned among the grocers or the doctors or the bankers. These men are closely associated and are watching each other; and they are bound to discuss such activity on the part of the central station. The attention of the entire local industry at the same time, is bound to be of great assistance. This plan is not so much a plan for a single campaign as a policy for effecting a more thorough and efficient system of local business development.



The distribution curve shows that comparatively little of the light from the powerful 400 c. p. unit falls directly beneath, although the downward intensity is over 200 c. p. The strongest rays—860 c. p.—are given off 10 degrees below the horizontal. Such widespread distribution makes for uniformity of illumination along the entire street.

The new 400 c. p. National MAZDA Street Series Lamp equipped with a 20-inch Holophane D'Olier Steel Reflector and a Holophane prismatic glass refractor. The wide distribution of light is due to the refractor.

## Widespread Illumination Low Current Consumption

These are the two chief characteristics of street lighting with the new 400 c. p. double-efficiency National MAZDA series units. They consume only 244 watts and allow a circuit power factor of 85 to 90 per cent. Most of their light is emitted in the 75 to 85 degree zone—light which illuminates the street midway between units.

### Double-Efficiency National MAZDA Series Units

The reflector of the 400 c. p. National MAZDA series unit is made of enameled steel, white inside and dark green outside. It is weather proof and very durable. It is pleasing in appearance. The Holophane refractor is made in two pieces of prismatic glass, one inside the other. These are fused together to form a single piece, smooth inside and out. No dirt can ever reach the prisms.

With this unit a Central Station can decrease the power consumption per street light—ordinarily from 42½ to 51 per cent.

For free expert technical assistance in street lighting problems write to any Division of the



**Old Irons for New**  
*Also, Old Percolators Credited on the Electric Ones*

An offer to accept old sad irons or gas irons, for credit against the purchase of an electric iron, has always proved effective in placing a large number of current consuming devices. One of the great barriers to the electric flatiron is the assortment of sad irons or the gas irons already in use. It represents not only an investment but a habit which is hard to break. The opportunity to cash in these old appliances as part payment of the purchase of an electric iron, not only gives a bargain feature to the sale, but gets the old irons out of the house so that they can't be used. This selling scheme has been employed by many central stations. The price which is set upon the retained irons is usually 25 cents for a sad iron and \$1 for a gas iron.

The Southern California Edison Company Los Angeles, made a similar offer some time ago on percolators, in which any old coffee pot, gas percolator, or other coffee container, was accepted at the value of \$1 to apply on the purchase of an electric percolator. The response exceeded all expectations.



**"American Beauty" Electric Iron**  
**The Best By Ironing Board Test**

**GUARANTEED FOR ALL TIME**

American Electrical Heater Company  
 1335 WOODWARD AVE.  
 DETROIT MICHIGAN U.S.A.  
 OLDEST AND LARGEST MAKERS



**Selling Signs to the Leaders First**  
*A Plan that has Proved Most Productive In Several Cities*

As the basic idea in a sign campaign, the Meridian (Miss.) Light and Railway Company, directed its efforts toward securing the recognized local leaders in various lines of business. The salesmen called upon the leading grocer, the best drug store, and the most prominent hotel, the most prosperous newspaper, the biggest bank and the most popular church, and urged them to install an electric display that would mark their pre-eminence and make their position recognized by all.

Coupled with this argument was a plan for a brighter, busier, bigger city, and an appeal for co-operation in this booster movement. In this way, they combined the beguiling influence of flattery, the impulse of civic loyalty, and the natural appeal of a good business proposition. And, by confining themselves at the outset, to these leaders, the majority of them were speedily equipped with electric signs. After this, the salesmen called on the next in line, and showed them the glowing examples of the stronger competitors and urged them to make themselves conspicuous in self-defense.



**Electric Iron Loaning Campaign**  
*Combination of Loan and Recall Sells 95 Per Cent*

The Southern California Edison Company, Los Angeles, some years ago, loaned 10,000 electric irons for a definite period. The irons were placed in the homes of all consumers, and at the end of eighteen months, notice was sent that the irons would be recalled on a certain date, unless the consumer wished to purchase them at a stated price. Ninety-five per cent of this enormous number of electric irons were purchased and retained by the customers.

This plan is just as good to-day as it was when applied in Los Angeles, and has since been utilized by many other central stations, and any company can place electric irons among its consumers on this basis, with a good assurance that a very high percentage will be retained. And in the meantime, practically all the appliances will be consuming current for after a household has enjoyed the convenience and benefit of an electric iron for six months or a year, it has been found that only a very small proportion is willing to give it up.

This same policy may be applied equally well to toasters, baby bottle warmers and disc stoves, when sent out to a selected list. Of course, with these appliances, there is more opportunity for the device to become worn in service, but the percentage which will be eventually purchased, will more than justify the risk.



**This Electric Sign Bites**

A dentist in New York City has recently purchased an electric sign which takes the shape of a set of false teeth, the lower and upper jaws being outlined with electric lights. The lower jaw is hinged to the upper one and counterweighted so that a one-eighth inch horse-power motor operates it and makes the teeth bite and the effect is startling. The sign was constructed by the Federal Sign System (Electric).



**Serving Social Luncheon**  
 By ROY S. SMITH,  
 Penn Central Light & Power Co., Altoona, Pa.

The Penn Central Light and Power Company has adopted an interesting method for securing the attention of the society women of Altoona to the modern electric household devices. Two demonstrators, both women of strong personality, are devoting themselves to becoming acquainted with Altoona housekeepers and keeping in touch with the social activities.

When any well-known woman of the City is entertaining social gatherings at her home, such as sewing clubs, literary clubs and card clubs, these demonstrators get in touch with the hostess and advise her that the Penn Central Company would be very glad to serve the luncheon for them. While the function is on, and just before the time for serving refreshments, the two demonstrators arrive with an equipment of electric appliances—grills, toasters, percolators, etc.—which are brought in and set up in the dining room, and the luncheon is prepared in a very few minutes, right in front of the assembled company. This introduces an interesting innovation and serves as an entertainment feature. The women are very much impressed with the facility with which the cooking is done by electricity. The company secures a great deal of publicity by this means and it is resulting in a large number of sales.



**Combining Renting with Installment Plan in Selling Appliances**

By J. M. FRIED  
 New Orleans, La.

Many electric lighting companies rent appliances and most all of them sell appliances on the installment plan. As an inducement to get consumers to use appliances—make the proposition that anyone renting an appliance can at any time during twelve consecutive months return the rented appliance and have the entire rental money apply to the purchase of any other appliance the customer desires.

For example, if a customer rents a sewing machine motor at a dollar a month and after using it three months desires to return it the consumer can then choose any other electric appliance and have the three dollars (paid in as rent for the sewing machine motor) apply on the purchase of the new appliance.

Our experience has been that appliances which have been out on rental can almost always be rented again, and can always be put into a bargain sale which will realize enough money to make the scheme worth while. It is well to confine the rental offer to a few appliances, such as the electric iron, fans, vacuum cleaners and sewing machine motors. These are not particularly susceptible to injury, and many customers will take them and use them a long while, knowing that this rental will cheapen the cost of some other appliance they may wish to purchase. Naturally, the more appliances on the line, the quicker the public will realize the advantage of "Doing It Electrically."

# ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

JULY, 1914

**PLANS AND SPECIFICATIONS**

The ways of the central station in engineering and selling are strangely different. It is hard to understand just why.

When the general manager decides to reconstruct a pole line or extend a subway, the procedure is well established and standardized. The engineers go out and make a survey and a map. The drafting room prepares elaborate blue-prints, with cross sections and elevations enough to set forth the smallest detail of the work. From these plans, the specifications are made out and the estimates figured. The whole affair is reduced to exact proportions. Nothing is left to chance and sleight o' hand decisions. Every detail is considered in its relationship to every other detail. And when the preparatory work is completed the job is done. It is standard practice in matters of engineering to know what you are going to do—and how—before you start.

But when the general manager decided that something ought to be done in the selling line—what then?

Unfortunately, there is not yet any well defined prescription for constructing a selling campaign. There is little at the moment, that can be looked upon as standard practice. And so we find in too large a majority of cases that this general manager forgets the well formed habits of his other self, and the fact that there must be sales engineering also.

Of course, this matter of selling goods has been long looked upon as a mysterious matter. The much talked of psychology of selling has frightened many men and irritated many more. And so we see the central station, in too many cases, expending their salesman's time in campaigns that are builded on the whim of the "Boss," without recourse to plans or specifications. It is very much like sending out the construction crew minus tools or material, or specific orders as to what they are to do. No general manager would think of doing such a thing, because it is such obvious insanity. Well, to work the salesman in the same general way, is not much more sane.

Plans and specifications for a selling campaign mean a number of very essential things. First, it means a survey and a decision as to what kind of new business is most needed for the plant, what lines need fattening, what hours in the day need more

load to cheer the curve. Next, it need as survey and analysis as to where this load may be obtained. Then it needs, the plan of proper methods for securing it. From first to last, it is a matter of plans and specifications. To send out salesmen, without a perfect list of prospects, is like sending out the crew to build the line extension up any street their fancy may elect. To let September come and then say "Eeny, meeny, miny, moe. What kind of a campaign shall we try this year?" is surely not the way to get the best results.

This year, let your attitude toward the processes of selling be no less intelligent than the general practice in matters of engineering. Work up, during the summer, adequate plans and specifications for the autumn selling operations. Common sense demands it.

**SPRING TRAINING**

Whenever we read of the headline salaries that are paid to star pitchers in the major baseball leagues, we gasp. The idea that it should be possible for any man to earn, five, eight, ten, twelve, fourteen thousand dollars or more, for playing the national game, is almost past belief. Add to these salaries, the expenses of a big team in spring training, and in traveling the country, and it foots up to fabulous figures.

The most conspicuous of all these expenditures, seems to be the big sum of money that is paid each year by the Giants or the Athletics, or the White Sox for the period of spring training. If the season starts in May, we say, "why should fifty men be transported to Texas or Georgia in February or March, to spend two or three months in preliminary practice while salaries and other costs run full speed?" It is the spring training that makes the team.

Wherever a body of men are set to work for a common objective and team work is necessary, this same "spring training" is essential, if perfection and success is to be obtained. The rule applies no less to a central station selling campaign, than to a struggle for the big league pennant. This period of practice must precede the real productive work. If the practice is obtained through spring training, the team starts the season in full vigor and harmony; if there is no spring training, then the team must win its practice in the early stages of the campaign itself.

There is a lesson here full worthy of a little solid thought by every central station salesmanager, right now, during these summer months. The question is, are you going to put your men through the "spring training" process before the fall comes and the campaign opportunity is at hand? Or, are you going to follow the too-common practice of waiting until September, and then putting the team into the campaign to gain their speed as they go.

There are plenty of things to be learned and produced before any band of salesmen can work in cooperative harmony in any definite campaign. If the campaign plan is formulated, the details are worked out,

and the men are schooled and "gingered," when the opening day comes, the team goes into the field with a full conviction that a big success lies right ahead. This enthusiasm starts the campaign with a rush that brings reward from the first day. Without "spring training," the contagious spirit of competition is not there and the men simply go out for another day's work, though with instructions to specialize on signs or housewiring, or whatever is the feature of the campaign. The comparison is argument enough.

Give thought to the importance of this preliminary training. Determine as early as possible, what your fall campaign shall be, and develop the details until the plan is whole and wholesome, then set apart time enough to quicken and harmonize the team.

**"ONE CENT FOR TRIBUTE"**

As a nation we are committed every man to our far-flung slogan, "Millions for defence, but not one cent for tribute." We wonder just where the term tribute should be displaced by the good word "service," when the public utility company is concerned; and whether the stiff-backed policy of "not one cent for tribute" has not already lived too long and worked too much in mischief.

Tribute in the literal spirit means blackmail, but recognition of the rights of others and the obligations of a duty—though sometimes they seem like tribute, impelled by force or fear—are nothing more than service due and honorable. And perhaps in some cases the stockholders in a central station would be better pleased to save some of those millions spent in defence and pay in their stead a little more gracious tribute to public opinion, to the foibles of human nature and to the upbuilding of a profitable reputation for courteous generosity.

In one of the discussions, at the recent N. E. L. A. Convention, a certain central station man made this remark: Unfortunately it came in the midst of a rapid fire controversy and fell by the wayside. He said, "You can make no more profitable investment than to buy a motorcycle and keep someone always ready to answer trouble calls and make hurry-up deliveries where the customer wants an appliance quickly." It may be unreasonable for people to expect you to drop everything and come at once, whenever they call. It may be paying tribute to exert yourself unduly in meeting the exactions of the chronic kicker. It is a fact, however, that it pays.

Theoretically the principle—"Millions for defence but not one cent for tribute" should stand with every free man, but in the case of the central station if this defence means money spent in meter testing, in adjusting disputed bills, in law suits and unwon business, alienated by official ill repute, is it not better to pay "one cent for tribute" through that good service that wins good friends and better fortune and save those millions in the interest of the stockholders?

### A G. E. Home Electrical for Panama-Pacific Exposition

An attractive feature of the General Electric Company's large exhibit at the Panama-Pacific International Exposition, which will be held in San Francisco next year, will be the "Home Electrical" occupying a conspicuous place in the Manufacturers' Buildings. It will be a full sized house, of the attractive California-Spanish type, much the same as the western home of an American family of moderate means. It will consist of a living room, a dining room, breakfast room, bedroom, bath, kitchen, laundry and sewing room. Near by will be located the electrical garage, the workshop, creamery, etc. The rooms will be suitably decorated and attractively furnished. The plans call for an interior arrangement along the most approved modern lines designed to make housekeeping easy, so the necessary work can be done without wasted effort or lost time. Each room will be equipped with practical labor-saving and comfort-promoting devices operated by electricity.

The kitchen, where most of the housework is accomplished, will be provided with an

electric range for all cooking purposes, and with electrically driven machines for peeling vegetables, polishing silver, freezing ice-cream, driving cake and dough mixers and doing other necessary work. In the electric laundry the clothes will be washed by electric power and ironed with electric flatirons. In striking contrast the adjoining room will have an electric refrigerating plant of household size where the same form of energy used for heating and cooking will produce low temperatures for preserving foodstuffs and for making artificial ice.

The dining room will be arranged to show how light lunches and suppers can be cooked with the electric chafing dish, or the electric grill, on the table if desired. This same cooking equipment may be utilized for preparing the morning meal in the adjoining breakfast room. The sewing room will be equipped with a motor-driven sewing machine, a small fan and an electric pressing iron suitable for attaching to the light socket. Even the bedroom till have its modern electrical appliances—a small fan, electric lights, heating pad and baby milk warmer.

In connection with the Home Electrical, and as a part of the exhibit, will be shown a garage with an electric runabout, battery charging outfit, etc. Adjoining the garage is to be located a small workshop, completely equipped with electrically driven tools. And, for the benefit of those who live outside the cities and larger towns, the use of small motors on the country place will be illustrated by a model dairy room with cream separator, churn, bottle washers, water pumping station, and other small motor-driven machines such as are used almost daily on every country place.

## Use Them and Sell Them



The Emeralite Lamp gives the best light to work by—for you and for your customers. The soft light without glare—is kind to the eyes. The design and finish of Emeralite fixtures appeals to everybody.

Plenty of variety in type and price. Combinations with ink wells, clock or calendar.

The Emeralite is widely advertised. Hitch up with this campaign and let us refer inquiries.

Write for Booklet illustrating 30 patterns of this popular lamp.

**ORDER SAMPLES TODAY**

**H. G. McFaddin & Company**  
38 Warren Street  
Dept. M NEW YORK

### A "Defective Wiring" Ad

The accompanying advertisement recently appeared in the *World* in Aberdeen, Washington, and explains itself.

### COSTLY FIRE JUST MISSED IN HOQUIAM

Hoag Block Is Damaged; Bathers Beat Hasty Retreat; Lad Is Injured In Garage Explosion.

HOQUIAM, April 25.—(Special)—  
Damage estimated at approximately  
\$500 occurred in part early this morning  
in the Sam Hoag business block on  
Eight Street near L and which nearly  
resulted in a disastrous blaze. The  
origin of the fire is attributed to de-  
fective wiring.

Washingtonian, April 26:  
The source of the fire was dis-  
covered yesterday afternoon when the  
fire place was demolished. The  
brick had been laid over the wood  
work with an air space and the  
fire started at the bottom and worked  
its way up to the second story of  
the building between the two pieces  
of studding.

This is but another example of the cause of a fire being laid to electric wiring when the real cause was not evident.

The truth is, electric wiring properly installed, will prevent many fires caused by other forms of illumination.

Proper installation by reliable wiremen is a part of every wiring contract accepted by us.

**Grays Harbor  
Railway & Light  
Company**

**The Electric  
Service & Supply  
Company**

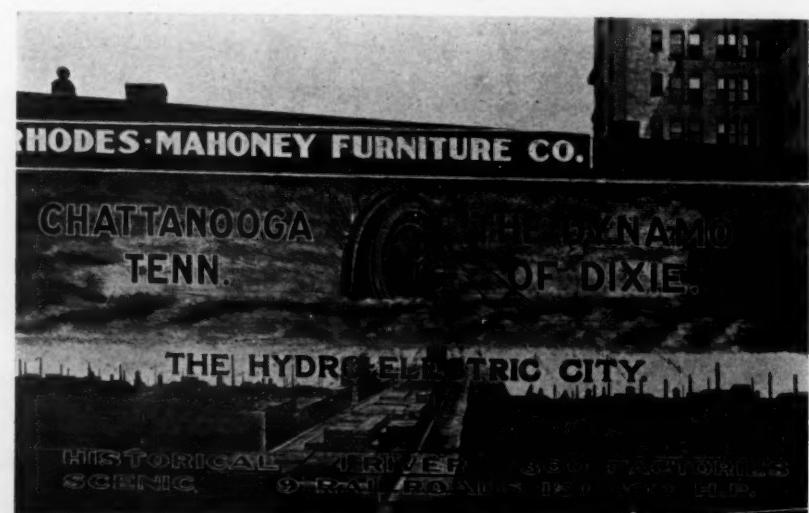
Electric Building Phone 100

"El Glosoto" Half price—May 11th to 16th

Mr. W. H. Alehander, Publicity Manager for the Federal Light and Traction Company, that operates the Aberdeen central station, in commenting upon this advertisement, says,

"Whenever a newspaper prints an article on a fire, and without investigation and basing their report on rumor, states that 'fire was probably caused by defective wiring,' we immediately proceed to spend some good money in the same newspaper advertising columns to counteract this bad news."

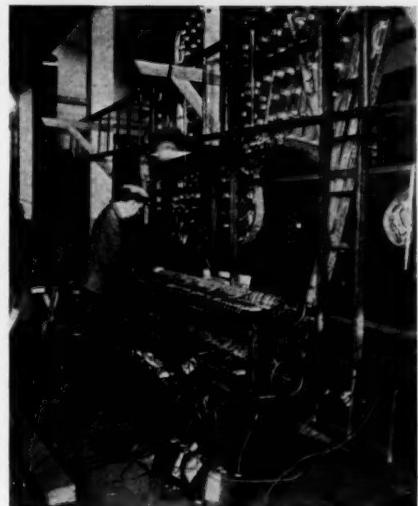
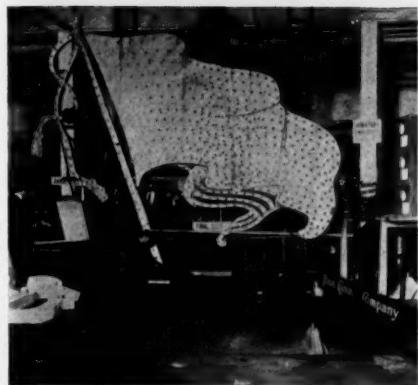
Certainly in this case the "knock" was well turned into a boost.



The new civic sign in Chattanooga illuminated by a 2000 c.p. Mazda Lamp.

### The Work Behind the Sign

The three accompanying photographs give a very interesting glimpse of some of the hard work and detail that lies behind the modern electric sign display. The upper picture shows the sign as it was submitted in the design to the prospective customer;



Three stages in the building of a modern sign

the second, a view of the back portion of the sign under test in the laboratory; the third, a view behind the sign, showing the wiring the flashing and some of the intricate test connections. The pictures were taken in the laboratory of the Thomas Cusack Company, Chicago.

Time was, when to sell a sign, meant little more than the selling and the putting together of the sheet metal, sockets and wiring, that made the early simple signs. Today, it means a high degree of engineering skill, necessary to the creation of the intricate motion features of the big flashing display. And, these photographs show how far the sign company must go to give the high class of service, the standard construction and the real advertising value that is demanded by the central station today.

### The Ten Best Reasons

The Denver Gas and Electric Light Company recently conducted a prize contest, in which a one-hundred-dollar Thor washing machine was offered as a prize, for the best ten reasons why an electric washing machine should be used in every

home to do the family washing. A large number of entries swelled the contest to an interesting size and occasioned much comment among the Denver people. When the prize was awarded, the Denver Gas and Electric Company published the following advertisement in the local newspapers.

## DR. D. E. PHILLIPS OF UNIVERSITY PARK, DENVER,

### Wins the \$100 Prize Thor Washing Machine

The ten reasons submitted by Dr. Phillips showing why the Thor Washing Machine should be used in every home to do the family washing were considered the best of the large number entered for the consideration of the judges and Dr. Phillips is therefore declared the winner of the big prize.

The judges of the washing machine prize contest were Neil C. Hurley, First Vice President of the Hurley Machine Company, which manufactures the Thor Washing Machine; B. K. Sweeney, President of the Electric Motor Equipment Company, and T. F. Kennedy, Superintendent of Sales.

Here are Dr. Phillips' Ten Best Reasons, which were judged entirely from the standpoint of salesmanship:

1. The "THOR" is the best piece of house machinery ever made.
2. Because the "THOR" saves its cost in a short while and you then have for a lifetime the most necessary piece of machinery the nineteenth century produced for the relief of woman.
3. The "THOR WASHING MACHINE" should be in every home because every woman is a human being and not an animal slave.
4. The "THOR" washes any kind of clothes at a cost of only about 3 to 5 cents for electricity per week.
5. The "THOR" machine saves enough in clothes alone to justify anyone in the purchase.
6. You should have the "THOR" because Edison selected one.
7. You will get more out of "THE THOR WASHING MACHINE" than from any other \$100 investment you can possibly make.
8. Recent sanitary investigations prove the need of the "THOR" machine so washing may be done at home.
9. If you can and do not buy a "THOR" machine for your family, you sin against family peace, happiness and physical welfare.
10. Buy the "THOR" machine and if it is not all right, get your money back.

The Denver Gas and Electric Light Company

### A Correction

In the June issue of *Electrical Merchandise*, in describing the special Convention literature which was contributed by the Philadelphia Electric Company, credit for all these publications was given to Mr. Howard K. Mohr, Advertising Manager of the Philadelphia Electric Company. Mr. Mohr advises us that the special Convention Number of "Current News" was not his handiwork, this being the regular publication of the Philadelphia Electric Company Section of the N. E. L. A. All credit, he insists, is due the younger members of the Company's organization who had in charge the compilation and editing of this special issue. The Editorial Committee directly in charge were as follows: Alfred L. Atmore, Chairman; William H. Donley, J. Morton Fulz, Charles Penrose, Chas. J. Russell, Frank A. Birch, Burleigh Currier, Harold Goodwin, Jr., A. E. Guest, Joseph D. Israel, B. Frank Day, Arnold F. Mayers, Ralph B. Heilig, and Richard H. Silbert.

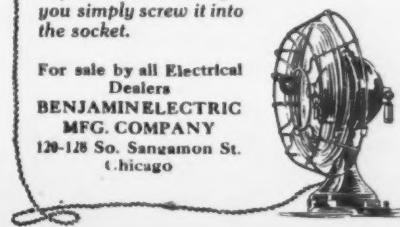


**At Home  
At the Office  
In Any Place  
of Business**

**BENJAMIN  
PLUG CLUSTER**

is a great convenience because it gives you two outlets where you have had but one, doubling the capacity of your sockets by doing the work of two. You may attach any other electrical appliance that you wish and burn your lamp at the same time. It requires no extra wiring—  
**you simply screw it into the socket.**

For sale by all Electrical Dealers  
**BENJAMINELECTRIC  
MFG. COMPANY**  
120-128 So. Sangamon St.  
Chicago



**The Slogan Sign in Chicago**

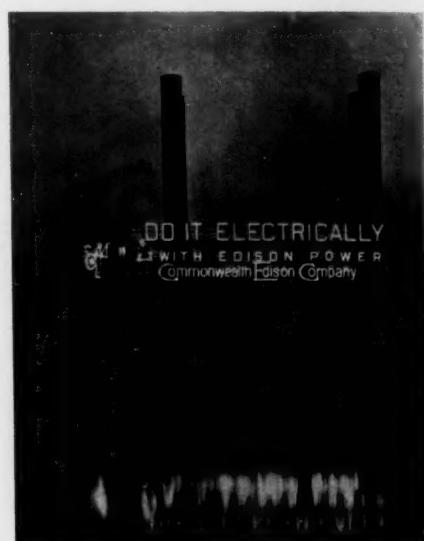
The Commonwealth Edison Company has recently erected on the roof of its Harrison Street station, one of the most artistic and forceful "Do It Electrically" signs that has yet been devised. It is visible to all passengers on elevator and surface lines, crossing the south branch of the Chicago river, and over a large area of the city. The total length of the sign is 204 feet and its height is 42 feet, the picture portion at the left is 55 feet long, and the fact that the figures of the two men are 36 feet high, gives a good idea of the size. The letters in the top line of reading matter are 12 feet high; those in the two lower lines are 6 feet high. The sign contains 3,017 ten-watt tungsten lamps, and the total candle-power is 29,300.

The pictorial effect of the sign is beautifully worked out in color by use of color

caps. The outline of the machine is in green lights. The picture represents the forging of a hot steel bar under a converted steam hammer, the steam having been displaced by electric motor drive, using central station energy. The workman at the right holds one end of the large steel bar under the hammer. That portion is set thickly with bright red lights. The part of the metal adjoining this portion has some amber tips on the lamps indicating a lesser degree of heat. The bright red lamps, being very much more noticeable to the eye, indicate a higher degree of heat than the amber lamps adjoining.

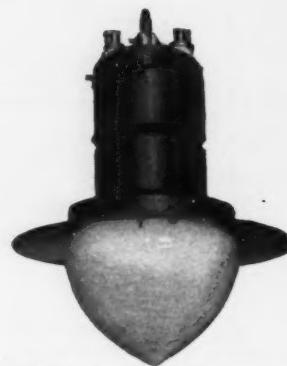
Another clever feature is the careful reproduction of the actual motions of the workman who controls the machine by means of the lever. He stands at the right with his hand on this lever and moves it a

very little, once or twice, feeling the pulse of the hammer, just to make sure that his air is working just right. This being proved to his satisfaction, the blow is struck. The short tryout movements are not produced for each descent of the hammer, but only as in actual practice.



## 2,000 Improved Westinghouse Mazda Lamps, to Light Streets of Chicago

600 c. p.  
20 ampere  
Westinghouse  
Mazda  
Lamp



Westinghouse Luxsolite Fixture

AFTER careful consideration of all the various makes of lamps and reflectors, the Board of Trustees of the Sanitary District of Chicago, has awarded to the Westinghouse Lamp Company, a contract for a minimum quantity of 2,000 and a maximum quantity of 10,000 lamps with suitable fixtures.

The lamps will be 600 candle power, 20 ampere,  $\frac{1}{2}$  watt per candle, Improved Westinghouse Mazda Street Series, and the fixtures will be Westinghouse Luxsolite copper cased with white porcelain surfaced reflectors fitted with a compensator for operating on a 6.6 or 10. ampere primary delivering 20 amperes to the lamp.

It is significant that the second city in the United States should so quickly decide to use the improved street series Mazda Lamps and then specify, *Westinghouse* Lamps and *Westinghouse* fixtures.

It is another example of the confidence that discriminating purchasers have in electrical goods labelled "Westinghouse."

*"Guaranteed by the Name"*

## Westinghouse Lamp Company

District Sales Offices throughout the country.  
Factories, Bloomfield, N. J., New York, N. Y., Milwaukee, Wis.  
Executive Offices, 1261 Broadway, New York, N. Y.

Member-Society for Electrical Development

"Do It Electrically"

### Danbury Slogan Sign Lighted

A new slogan sign of the Danbury and Bethel Gas and Electric Light Company, donated by that Company to the City of Danbury, was formally turned over to the public on Wednesday evening June 25, in the presence of a large gathering. The illumination of the sign was preceded by a parade of local organizations, and the exercises at the foot of the sign, included many speeches by prominent citizens, representatives of the local central station, and of Henry L. Doherty Company who operate the property. Mayor Anthony Sunderland of Denver pressed the button that made the crown flash.

The slogan phrase is "DANBURY CROWNS THEM ALL" with a crown of glittering jewels and a gigantic derby hat alternating and marking Danbury's supremacy as a center of hat manufacture. The big sign is erected facing the railway tracks and a main turnpike. The sign itself is 54 ft. by 40 ft. and six colors of lamps are used in the display. The sign was built by the Valentine Electric Sign Company.

### Prize Story Offer

The Society for Electrical Development has also announced a prize story competition open to employees of its members. It offers eight prizes, bearing from \$250 to \$10 for the best story, article or report on any subject pertaining to electricity. The Competition closes on September 1.

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## Appliance Campaign Success

Service is what the Central Station sells—electric service and appliance service.

An electric toaster on the pantry shelf or an electric sweeper behind the coal bin is not doing the Central Station a whole lot of good. The only appliances that are worth bragging about are the appliances that keep the meter turning every day of the week and every week of the year.

The OHIO-SIMPLICITY Suction Sweeper is that sort of an appliance. It is built for practical, continuous, satisfactory service.

A SIMPLICITY Sweeper on your lines is good for about \$2.50 a year net increase in revenue. Note we say \$2.50 a year—not 5c. a week nor 20c. a month, but \$2.50 a year. The SIMPLICITY works by the year.

### We have a Selling Plan

whereby we can come pretty near guaranteeing that you'll sell SIMPLICITIES to 10% of your customers this fall. The Plan has been tested and found as good as the OHIO-SIMPLICITY. We can't say more for it than that.

Let us explain this proposition and prove our case by the practical service we have rendered other central stations and which we can duplicate for you.

**The Wise-Harrold Electric Company**  
New Philadelphia, Ohio

# Now is the Time to Plan that Slogan Sign Campaign

You must not let this Fall go by without taking the Profit that awaits you in this Opportunity. In every past campaign the Slogan Sign itself has been a Big Success, and always, the local Sign Load has been doubled and redoubled.

Do not think it will entail too much effort and hard work for *YOU*. Valentine has staged many successful Slogan Sign celebrations and is ready to turn the trick again in your town.

Get in touch with Valentine *today*.

Make your plans now, and you will win these Big Profits in the Fall.

*WRITE TODAY TO*

## Valentine Electric Sign Co.



Atlantic City, N. J.